Dear Estée Lauder Hiring Manager,

My name is Audrey Engman, and I’m a Junior studying Communication Design at Washington University in St. Louis. I am very passionate about User Experience Design and Interaction Design. Please accept this as my application for Estée Lauder’s Summer 2023 Intern, Online & Ecommerce position.

I have always greatly admired Estée Lauder’s approach to design thinking and what seems like a company-wide culture of pushing ahead of the creative curve for prestige beauty e-commerce. While working in GE HealthCare’s Digital Technology Development program this past summer, I learned the im­portance of being more than reactive toward present market conditions, but rather proactive­ly anticipating market needs and innovating technological solutions far into the future. During my internship, I co-built and led Design Futures, a program recently initiated by GEHC to strategize the long-term design direction for the company’s customer digital experience.

I planned and co-facilitated the Design Futures workshop series, bringing together GEHC’s UX designers, company leaders, and outside stakeholders to generate avant-garde ideas and develop a long-term design direction. The ongoing workshop series will lead to the comple­tion of a Strategy Map, outlining CDx’s future goals and opportunity spaces. At the end of the summer, I was awarded the GE HealthCare Women in Digital Technology Future Leader Scholarship. This scholarship is given to 1 female per GEHC’s 5 global internship regions who expresses an interest in pursuing a technology or business-related career and exhibits strong academic records, high intern work performance, and leadership qualities through extracurric­ulars or community involvement.

When ideating new avant-garde digital tools and technologies, it is a difficult to also stay true to your original brands and consumer audiences; however, the Estée Lauder companies consistently strikes this balance thoughtfully well. As an online e-commerce intern at Estée Lauder, I would be extremely determined to apply my creative thinking skills, leadership abilities, and technological background in this sphere to help proactively design for the future. Thank you for your consideration, and I hope to hear from you soon.

Best Regards,

Audrey Engman