

To whom it may concern,

I am writing this to express interest in this internship opportunity.

What I love about design is its intentionality — a lot of it is about solving problems in a more strategic way than people might usually think. That's how I like to think about the difference between art and design when people tell me that they're not artistic enough to be a designer. Art is meant to be interpreted in many different ways by many different people, while a design is really meant to elicit an intended interpretation or reaction. For example, an art piece might make you ask questions, while a piece of design might provide the answers. Good design is deliberate and data driven.

My experiences meet at the cross section of design, computer science, and management. I worked at CITRIS Foundry as a part time Social Media/Brand Strategist and Visual Designer, an on campus startup incubator for hardware. My time at CITRIS opened up the opportunity to collaborate with another visual designer who was deeply enjoyable to work with. Even though our designs often differed, I learned to not only defend my design choices beyond serving an aesthetic purpose, but also learned to re-evaluate and recognize the strengths in collaborative design.

I am also an Executive Director for Cal Hacks, the largest collegiate hackathon in the world. Managing such a large event, I have essentially learned to push and sell a product. With over 3,000 attendees and \$250,000 in funding, I've learned to execute a bigger picture concept, while also paying attention to fine details.

Furthermore, I spent last summer as a UI/UX Design Intern at Halfy Hour, a startup based in Berkeley. Working at such a young company, quick design sprints and lots of iterative design were crucial to our growth and success. After conducting user research sessions with our consumers and our founders, I iterated through various solutions to pain points. As sole UX designer, I guided several remote work sessions with contracted remote developers until the designs we had envisioned were met.

With my technical programming experience, I have an understanding of the technology stack and a good sense of constraints and opportunities. It also teaches me to pay attention to edge cases; making sure all my interactions function properly for all use cases saves a lot of time and frustration in the development stage. My experience in logistics management allows me tackle projects at vastly different scales. My unique profile helps me understand the production process from several angles.

Best,

Cathleen