

Christine Xia

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Dear Hiring Committee,

Hiring Committee
Bruce Mau Design
340 King St East, Suite 402
Toronto, Ontario M5A 1K8

Centre for Emerging Artists
& Designers
OCAD University
115 McCaul St, 3rd Floor
Toronto, Ontario M5T 1G1

Thank you for your consideration for this Graphic Design internship at Bruce Mau Design. When the CEAD gave a presentation and announced this upcoming opportunity, I immediately perked up because of BMD's unique, collaborative, and culturally-informed projects and how much it aligns with my personal values and goals in design. BMD has an established history of producing innovative and meaningful design systems that are elegant and are spread across a wide range of disciplines and I see how my skills and strengths can contribute to this current and ambitious sector of design.

As a woman of colour working in design, I am always looking for opportunities to share my personal experiences and have them inform the value of my contributions to a team. My lifetime of creating fine and conceptual art has also meshed itself into my current creative practice and has given me the interdisciplinary tools to create a diverse body of work that is political, informed, but also fun. With my experience of working in print, sculpture, generative and interactive media, and web, I have been able to apply each one of these material outcomes to create works that are truly informed by whatever demands and challenges are at hand. I believe that I have a broad range of skills and strategies that can benefit and expand upon BMD's long-term and 'Big Idea' approach to creating relevant and impactful projects.

What makes me so excited to join the team at BMD is the studio's focus on establishing an organization's purpose as the foundation of any work that comes from it. Any creative practice can be very personal, but a design practice is where you can bring your own unique perspective to the connections and relationships that you make with your clients. It is not about completing a checklist of deliverables, but is about communicating with your team and especially your client to understand the underlying challenges that you are trying to resolve. There is no single path towards finding a solution, but I maintain an established system of research and a fundamental understanding of my goal to make things that contribute to and connect with the communities and cultures that will be impacted by what I make.

Not only is it important to make connections with clients and projects, but I also want to offer my skills to BMD's team of motivated, challenge-accepting, and culture-focused designers and thinkers. Being able to connect with, understand, and learn from your peers and mentors is what I find to be the most valuable when working in design—sharing, support, and collaboration are the foundations of building a work culture and design outcomes that are informed, current, and smart.

I centre my work on research-based outcomes, understanding my audience, and contributing to a collaborative and creative community and I believe that my motivation and personal touch will build upon BMD's mission to find purpose for clients. I am eager to hear back for this internship opportunity and to be able to talk more about design, culture, and 'Big Ideas'.

Sincerely,

Christine Xia ☺