CINDY WANG

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Dear Madison Cooley or SAP's iXp Hiring Manager,

I am Computer Science major at Cornell University ('19) turned digital product designer, and I like to say I stumbled my way into the design community by accident – I found myself creating graphics for a hackathon project, then fell into a series of other UX/UI related design work. From there, I realized that my passion lies in the intersection of design and technology. SAP's work with enterprise software appeals to me because it lives in that intersection and because creating innovative software to make lives easier drives me.

My work at StartupTree relates closely to many of SAP's projects. StartupTree is a web platform for university entrepreneurship; it serves as a means for students to find opportunities and mentors and for university directors to manage their school's e-ship programs. In other words, StartupTree is enterprise software for university entrepreneurship programs. Last summer I ambitiously spearheaded a complete redesign of the entire web platform, creating over 150+ mockups that ranged from revising pages to match the new design to revamping entire modules. I developed both the UI and UX for a module for hosting competitions on this platform from scratch, starting from interviewing clients and potential clients find their needs to sketching and wireframe and iterating to high fidelity mockups. StartupTree has since signed a dozen new schools and programs due to the creation of this module.

My experiences at Cornell and StartupTree have taught me something new about design and technology every day. I would love the opportunity to learn and grow even further in SAP's iXp, to contribute on something impactful, and to help advance SAP's projects. Thank you for your time.

Sincerely,

Cindy Wang