

CINDY WANG

cindyw.me/ | 623.262.6866 | cindehw@gmail.com

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Dear Forbes Hiring Manager,

My name is Cindy and I am a Product Designer based in the NYC area. I graduated from Cornell University with a degree in Computer Science in May 2019, but my design journey started as a series of accidents. Throughout my design journey, I've gotten the opportunity to wear many design "hats" and experiment with many mediums. I'm looking to expand the breadth of my design knowledge further, so I am applying to the **Designer** opening at Forbes.

At StartupTree and at my current role at Next Jump, I not only worked on web design and UI/UX, but also served as the primary graphic designer. I created print marketing material from business cards to huge roll up banners for conference and career fair attendance for StartupTree. At Next Jump, business teams and the site teams rely on me not only for web mockups, but also for client collateral (flyers, banners, rate cards, etc) and marketing images for emails and on-site. I also worked on social media and video production for an online offering of free courses, launched during COVID-19.

Throughout college, I had opportunities to create a variety of graphics, particularly for large events. One event in particular was a design exposition for Cornell's student organizations and project teams, highlighting how design can be used in every discipline in different ways. For this event, we created graphics and print in many different mediums. We designed posters and buttons, stickers, Facebook cover photos and profile frames to create a marketing campaign for the event.

I also worked on a 50 page small print publication called *Echoes of Silence*, a mental health publication focusing on the stories of 9 current and past Cornellians. It was based off of *Portraits of Resilience*, a book showcasing stories of depression or other traumatic events on MIT's campus. For this publication I oversaw the creative direction. In particular, I was responsible for the photography and the print design, and oversaw the other designer who created the graphics.

I believe my experience makes me a competitive candidate for this role. My primary goals are to find a company with designers that can provide me mentorship and guidance. I want to work for a company that is deliberate in their design decisions and has established creative teams so I can expand my breadth of creative knowledge.

I hope this letter finds you well, and I thank you for your consideration.

All the best,



Cindy Wang