

1. APPLICANT INFORMATION		
Full legal name: Veit Desarae Anne (FAMILY/SURNAME) (FIRST/GIVEN) (MIDDLE)		
Variations of name: _____ What is your primary language? E - English (AS YOUR NAME MIGHT APPEAR ON OTHER DOCUMENTS)		
U.S. Social Security # (opt.): 504-06-9759		E-mail address: Desaraev@gmail.com
ISU ID number # (if known): 136699563		Home Phone: 515-250-0760
Gender: Male <input type="checkbox"/> Female <input checked="" type="checkbox"/>		Cell Phone: 515-250-0760
Birth date: 02/20/1986 (MM/DD/YYYY)		Citizenship country: United States
Are you a veteran of the United States Armed Forces? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
If yes, check all that apply <input type="checkbox"/> US Veteran <input type="checkbox"/> Active Duty <input type="checkbox"/> National Guard <input type="checkbox"/> Reservist		
Are you a child or spouse/domestic partner of a US Veteran or a currently serving US military member? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
Are you a McNair Scholar? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
Racial/ethnic background (optional):		If you are not a U.S. citizen, indicate your status below:
Are you Hispanic or Latino/a? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> African American or Black <input type="checkbox"/> Alaskan Native <input type="checkbox"/> Asian <input type="checkbox"/> Native Hawaiian or Other Pacific Islander <input checked="" type="checkbox"/> White <input type="checkbox"/> American Indian (list tribe/nation affiliation below)		<input type="checkbox"/> US Immigrant/Permanent Resident (send copy of I-551) <input type="checkbox"/> Refugee/Asylee (attach copy of I-571/I-589) <input type="checkbox"/> Other
PERMANENT ADDRESS		CURRENT RESIDENTIAL ADDRESS
5505 NW Torgerson DR (LINE 1 OF STREET ADDRESS)		5505 NW Torgerson DR (LINE 1 OF STREET ADDRESS)
(LINE 2 OF STREET ADDRESS)		(LINE 2 OF STREET ADDRESS)
Des Moines IA (CITY)* (PROVINCE/STATE)*		Des Moines IA (CITY)* (PROVINCE/STATE)*
50310 077 - Polk 1 / 10 (ZIP CODE) (COUNTY, IF IN IOWA) (# YEARS/MOS LIVED THERE)		50310 (ZIP CODE)
Entry date: Spring 2016		
Graduate program and degree desired: HCI - Human Computer Interaction / PHD		
List research interests: UI design, UX design, accessibility, social media, digital strategy, SEO, HCD, analytics, personas		
Is this for an on-campus <input checked="" type="checkbox"/> , or a distance <input type="checkbox"/> program?		
Check the appropriate box if you wish to be considered for a: <input type="checkbox"/> Teaching assistantship <input type="checkbox"/> Research assistantship <input checked="" type="checkbox"/> Both		
Please list names of specific faculty you have an interest in working with for your graduate program: Eliot Winer, Kathie Gossett, Geoff Sauer, Rafael Radkowski, Sungyun Kang, Stephen Gilbert		
Have you previously attended Iowa State? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		

2. PREVIOUS EDUCATION

Provide the following information for all postsecondary universities attended, including any you are currently attending, starting with the most recent school attended. If you attended a university for only one semester, or earned fewer than 15 credits, place an asterisk (*) in the degree and date section.

DATES ATTENDED	NAME OF UNIVERSITY	LOCATION	DEGREE & DATE
8/2004 - 5/2007	Iowa State University	Ames, IA	ARTDN 5/2007
8/2007 - 8/2007	NORTH IOWA AREA COMMUNITY COLL	MASON CITY, IA	ARTDN
8/2000 - 5/2003	DES MOINES AREA COMMUNITY COLL	ANKENY, IA	AS 5/2004

What was your undergraduate major? **Art and Design** Graduate major? _____

Please provide your cumulative GPA for the institution(s) in which you earned (or will earn) a degree:

Undergraduate GPA: **2.11** Graduate GPA: _____

3. EXAMINATIONS

SECTION	SCORE	PERCENTILE	MO/YR TAKEN
GRE VERBAL			
GRE QUANTITATIVE			
GRE ANALYTICAL WRITING			
GRE SUBJECT			
GMAT TOTAL			
TOEFL			
IELTS			

4. RECOMMENDATIONS

List below the names, institution or company, and email addresses of the three people who will submit letters of recommendation for you. Your recommenders will be contacted by e-mail with instructions on how to submit their recommendation online. If they prefer not to do so, they may complete the Graduate College Letter of Recommendation form available at www.admissions.iastate.edu/apply/index.php. Under the Family Educational Rights and Privacy Act of 1974, you may decide whether letters of reference written at your request are held confidential or whether they are to be available for your personal inspection. Do you waive the right provided by the Family Educational Rights and Privacy Act of 1974 (Buckley Amendment) to view these recommendation letters in your file at Iowa State? Yes ☐ No ☒

TITLE	FIRST NAME	LAST NAME	INSTITUTION/ COMPANY	USE ONLINE PROCESS?	E-MAIL
Ms.	Debbie	Dean	General Dynamics	Y	debbie.dean@gdit.com
Ms.	Sharon	Payne	General Dynamics	Y	sharon.payne@gdit.com
Mr.	Mike	Rozendaal	GDIT	Y	mike.rozendaal@gdit.com

List your activities since high school, including any significant periods of time (other than vacation periods) in which you were not studying.

INCLUSIVE DATES	ACTIVITY (STUDY, RESEARCH, TEACHING, EMPLOYMENT, MILITARY, ETC.)	LOCATION
6/2007 - 11/2011	Employed at digital/advertising agencies	Minneapolis, MN
6/2008 - 8/2012	Contractor and business owner (multiple locations)	Minneapolis, MN
6/2012 - 10/2015	Senior UI/UX designer and Program Manager	West Des Moines, Iowa

Have you ever been charged with or subject to disciplinary action for scholastic or other type of misconduct at any school? Yes ☐ No ☒

Do you have a pending criminal charge OR have you ever been convicted of a crime, made a plea of guilty or no contest, accepted a deferred judgment, or been required to register your name a home address with a local or state law enforcement agency? (Misdemeanor traffic offenses are exempt.)

If you answered yes to either of the above questions, please explain below.

BY SIGNING BELOW, I CERTIFY THAT ALL STATEMENTS IN THIS APPLICATION ARE COMPLETE AND TRUE.

APPLICANT'S SIGNATURE: **Desarae Anne Veit** DATE: **10/19/2015**

7. STATEMENT OF PURPOSE: HCI - Human Computer Interaction / PHD

Please submit a statement of purpose of up to 500 words.

Primarily, explain:

- your purpose for starting or continuing graduate study
- why you want to study at Iowa State University
- your professional plans, your career goals, and your research interests
- any experience that is particularly applicable to the program for which you're applying

Secondarily, elaborate on:

- any irregularities or special circumstances applicable to your application
- your special abilities, awards, achievements, scholarly publications, and professional history as it relates to the program of interest
- any prior research information, or contact with specific Iowa State program faculty

(You may cut and paste text.)

I was five the first time I tinkered with a computer. My father is an electrical engineer who enjoys building custom computers. Our house had an intranet network, dial-up internet, an engineering tablet, and a dot matrix printer. I spent hours fascinated by programs like AutoCAD and Corel Draw. By junior high, my father introduced me to the inspect element tool and shortly after I built my first website. It wouldn't be impressive by today's standards, but sparked my passion for computer graphics, user experience testing, the web, and technology.

By high school, I found my niche in aviation and the military, joined AP classes, then earned an associates degree two weeks before graduating from West Central Valley High School. Early on I wanted to go to Iowa State. I was acquainted with campus from extracurricular activities and clubs like IAYI, Girl Scouts, FFA, and science fair.

I stayed active during my bachelor's program with intramural sports, volunteerism, a part-time job, CAP flights, ROTC, a sorority, and multiple clubs.

After my bachelors, I traveled a lot and settled into digital advertising work in Minneapolis. I joined clubs and volunteered for leadership roles for MIMA, AdFed, AMA, AIGA, Art Buddies, Hyperstream, WOI and helped found additional groups, including SMBMSP, CoCo, and WAM. My passion for learning and sharing knowledge inflamed as I discovered opportunities in new media, SEO, UI design, and UX research.

Before leaving Minnesota, I started a consulting company. Eventually I moved back to Iowa and began a career working for one of the leading contractors for defense, intelligence, and civilian government. I've moved up the ranks and have been with the company for almost four years as a Senior UI/UX Designer doing application development for health and civilian solutions related to big data.

Recently, I've represented my employer speaking to clubs/career fairs on campus, where I introduced myself to the HCI counselor, dean, and a few professors. This reinvigorated my motivation to attend graduate school. During undergrad however, I struggled with a few classes outside my interest areas, which problematized my GPA. I realize GPA is important to this process, but I believe my career experience will prepare me for doctoral coursework. If admitted I will work harder and focus to maintain good grades.

In Malcom Gladwell's book Outliers he says it takes roughly ten thousand hours of practice to achieve mastery in a field. I started working on computers and application development at a very young age, but probably fell in love with this field because there are so many facets. I realize technology is not perfect. During my career as a designer, I've lead teams and contributed to documentation, design, and testing. These documents and designs have been instrumental in standardizing UI specification, UX testing, and accessibility compliance for many commercial and government projects. I aspire to one day contribute to think tanks and teach at the university level.

Thank you for your consideration.