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

I received my first degree, Associates in Science, in 2004 from Des Moines Area Community College just two weeks prior to graduating high school. Immediately after my first degree, I enrolled at Iowa State University and graduated from the College of Design in 2007. It has always been my aspiration to continue my education and complete a PhD program in my chosen field at my alma mater. I believe a PhD will help me advance my career and give me an opportunity to pursue my passion for HCI research. I chose ISU because it's close to home and a leading school in design, aerospace, and engineering.

When I graduated from the college of design I had a couple of classes with grades that where at passing. I'm not proud of those grades and wish my GPA had been higher in those classes, but believe they do not directly reflect my chosen field or the graduate program I wish to pursue. I've also grown up considerably since 2007 and believe that my desire to learn, advance my career, and make a mark in the field of information technology will reflect those changes.

I believe that my 10+ years of experience in the field of information technology and desire to successfully complete a doctorate program in my chosen field will be successful because it is a specific field of study that I am extremely familiar with and passionate about. I've been working with computers since I was a small child. During college I started my first position as a designer and have continued my education in digital strategy, program management, social media management, SEO, and UI/UX design.

I currently work as a Senior UI/UX designer where I am responsible for solving complex design and development problems while connecting clients' to their target audience. It is my job to oversee design, development, and strategic direction for projects or campaigns. I have over 14 years of marketing and brand promotion experience; and 10+ years of design and development experience working for clients like Best Buy, Lawry's, P.B.Loco, Premier Mounts, Proctor and Gamble, National Geographic, 3M, Disney, Vogue, The United States Army, as well as state, federal, and international government agencies.

These disciplines have helped me advance my career and provide companies and governments with successful programs. If I am accepted into the program I will be able to offer real insight into the practical application of HCI, human centered design, and user interface design research, best practices, and methodology. I am eager to learn more about HCI on an academic level, I realize this will be a challenge and a difficult goal to accomplish but am very committed to this area of research and earning a doctorate. I believe the skills I learn will help me in my career.

I have contacted faculty, dean, and the HCI counselor via email to introduce myself.