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

**This has become very wordy and is over my character limit.**

In 2004, I earned my Associates in Science degree while attending Des Moines Community College, just two weeks before I would graduate from high school. I continued my post secondary education at the Iowa State University College of Design and earned my Bachelor's degree in 2007. It has always been my aspiration to continue my postgraduate education and earn a PhD in my chosen field. Since then, I have discovered a passion for application development, user interface (UI) design, user experience (UX) design, and digital strategy. I chose Human Computer Interaction (HCI) research because it compliments my pursuits in web design, program management, and digital strategy. Iowa State is close to home and has nationally respected programs in areas of design, aerospace, and engineering; these ideal accolaids make Iowa State an easy choice to pursue my passion for HCI at my alma mater. Earning a PhD in a technology focused field will certainly advance my career, but more importantly it will provide me a unique opportunity to pursue my passion for research in new ways that a traditional career path lacks. I choose a PhD tract over a two year master program or certificate because I know that the skills I learn and research in an PhD program will be specific to human computer interaction. The knowledge I learn may be applied to future teaching opportunities, projects, and provide me with mentors to delve into this fascinating topic and emerge with an unprecedented understanding of the caveats, sustainable best practices, and valuable research experience.

When I completed my degree program at the College of Design I had a couple of classes with grades that brought my GPA down. I'm not proud of those grades and wish my GPA had been higher, however they do not reflect the entire body of my academic performance. I would like to be considered for provisional or restricted admission status without retaking my bachelor courses. During my associates coursework, I frequently received honors on the dean’s list. I would like to be admitted directly into the HCI graduate program rather than starting as a general student because it would be financially challenging if I am unable to apply for scholarships from work or apply for financial aid. Since graduating my hunger for knowledge, professional success, and desire to make a positive impact in the field of information technology has grown considerably. That growth will reflect my resolve and be used to add to my future successes at Iowa State.

In my professional work experience within the field of information technology, I have 10+ years of experience to draw from. I believe that experience will enhance my applicable understanding of my research and leverage my success for the completion of the doctorate program. I've been working with computers since I was a small child. During college I got my first paid job as a web designer and since then I have continued my career related education in digital strategy, program management, social media management, search engine optimization (SEO), and UI/UX design.

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

The disciplines that I have mastered up until now have helped me to advance my career and successfully provide corporate clients and government agencies with tangible value. If I am accepted into the program I will be able to offer real insight into the practical application of HCI, human centered design (HCD), user experience design research, best practices, program metrics, and methodology. I am eager to learn more about HCI on an academic level, I realize this will be a challenging and difficult goal to accomplish but I am very committed to this area of research and earning a doctorate.

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