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

<https://www.admissions.iastate.edu/apply/online/application.php?timeout=true>

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

In 2004, I earned my Associates in Science degree while attending DMACC, just two weeks before I would graduate from high school. I continued my education at the ISU College of Design and earned my Bachelor's degree in 2007. I have always aspired to continue my postgraduate education and earn a PhD. In the past five years, however, I have discovered a passion for application development, user interface (UI) design, user experience (UX) design, and digital strategy, and my interest in these fields has inspired me to apply to the HCI program today.

Human Computer Interaction (HCI) research complements my passion for application development, user interface (UI) design, user experience (UX) design, and digital strategy. Earning a PhD in a technology-focused field will provide me with a unique opportunity to pursue my research in ways that my current career path lacks. The knowledge I hope to gain from your program might be applied to future teaching opportunities, but I expect that it will provide me with mentors to delve into this topic to attain a better understanding of the caveats and valuable research methods I will be able to use in this field.

During my associates coursework, I frequently received honors on the Dean’s List; However when I pursued my BA program at ISU, I had two classes with grades that brought my GPA below the requirement for full admission status as a graduate student. 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 and the classes in which I did poorly do not directly relate to my preferred field of study.I would like to be admitted directly into the HCI graduate program, if possible, rather than starting as a general student. I worked part-time while doing my undergraduate studies, as well as living in a sorority, doing extracurricular volunteer work, ROTC, and maintaining a role as a teacher’s assistant. I’m sure my additional responsibilities played a large role in my problematic GPA. At the time, I had the desire to pursue a military career and become a fighter pilot. Since graduating, I have rededicated myself to a career in defense-related IT, and this has focused my hunger for knowledge and professional success accordingly. My desire is to make a positive impact in the field of information technology. I believe my résumé and volunteer work reflects this growth and demonstrates, at least to some degree, the resolve which I would employ to focus my work and succeed at Iowa State.

My intention is to study part-time while working. This should give me the flexibility to maintain my current career while giving my academic aspirations enough time to be very successful. I am confident that 1-2 classes per semester would not only complement my current career path but also be manageable. I believe this to be true because I currently allocate 1-5+ hours a week to community classes, reading, research, teaching, and study.

In my professional work experience within the field of IT, I have 10+ years of experience to draw from. I believe that experience will enhance my research toward completion of the doctorate program. I've been working with computers since I was a small child; during college I started my first 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 where 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 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 were accepted into this program I will be able to apply that experience to the practical application of HCI, human-centered design (HCD), and user experience design research. I am eager to learn more about HCI; I realize this will be challenging but I am very committed to this area of research.

Additional things I would like to mention:

* distinguished performance award at work
* client award
* multi-million dollar work in the past 4 years
* cmmi compliance
* 508 testing
* usability research
* a/b testing
* taught workshops on personal branding, seo, and digital strategy for small businesses
* program management training
* pmp training
* volunteer work with hyperstream to teach high school students about computers, cyber defense, and robotics (3 years)
* art buddies volunteer
* spoke about prototyping for work
* public speaker at multiple events
* 5 year volunteer and committee member for AIGA, AMA, MIMA, SMB
* Founding member of coco collaborative in minnesota (coworking space)
* ran my own business since 2009
* hobbies: biking, flying, hiking, yoga, barre, weight lifting, sculpt, painting
* SNIKI - a project founded in collaboration with the department of defense to research social media
* <http://www.desaraeveit.com/p/about.html>
* <http://linkedin.com/in/desarae>