

# ELEONORA FILIPIC

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National Marketing Manager

Roll'd Vietnamese

2nd Novemeber 2023

Dear National Marketing Manager,

Re: Design Intern

I am currently a penultimate year student studying a Bachelor of Design (Digital Media) at RMIT University. I am excited to apply for the Design Internship at Roll'd Vietnamese, as I am enrolled in a WIL internship course for Semester 2 of my final year at RMIT (2024). I am passionate about graphic design and its many applications in diverse digital media, including website and mobile app design, as well as brand communication and print. Therefore, I would love to gain experience in a real studio environment.

The multimedia course I am undertaking at RMIT University is allowing me to gain knowledge and skills in different digital media, including my two main specialisation areas: visual design and sound. Through a range of studio classes, I have gained skills in design research and critical thinking as well as practical skills for UX /UI design, graphic design, sound and video editing. I have worked both independently and in a team, on various design projects, including User Interface, graphic design. These projects gave me the opportunity to develop skills in: project management, team collaboration, research skills, working towards deadlines, managing resources and prototyping. I also have Digital/Graphic Design skills, acquired during a year of study in Rome, Italy. I had the chance to work with a cross-cultural team and develop a design concept and video mockup for a mobile app to promote sustainable fashion and encouraging the recycling of clothes. <https://youtu.be/5r3khBvxzbU?si=eudMlGyNz7H-QsjR>

I understand that much of your work is about delivering printing and digital assets in line with the brand guidelines, and a variety of creative tasks and projects to promote Vietnamese cuisine and heritage in Australia. I have worked in creative projects related to food, cooking and cuisine topics, therefore, I believe it would be a valuable opportunity for me to take part and assist in your graphic design communication projects. I am energetic, positive, able to work in a team and I love to always learn and improve. I'm excited by the work you do and I hope to also get involved and have the opportunity to add value to your team.

Thank you for your kind consideration and for taking some time to read my application.

Yours sincerely,  
Eleonora Filipic