

Gina Gardea

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Portfolio: <https://ginagardea.github.io/ginagardea.application/#work>

Dear Hiring Manager,

I am writing to express my interest in the Cartographic Design Internship at Esri. I am drawn to this role because it sits at the intersection of data visualization, design, and storytelling areas where I have developed strong hands-on experience through academic projects, professional roles, and leadership positions. Esri's mission to create positive global impact through geographic insight strongly aligns with my interest in using data-driven design to help people better understand complex systems.

Through my coursework and projects, I have worked extensively with large datasets to uncover trends and translate them into clear, visual narratives. Most notably, I conducted a multi-year housing market analysis using Zillow data, where I built choropleth maps, histograms, and time-series visualizations in Tableau to highlight regional price disparities, seasonality, and market behavior. This project strengthened my ability to think spatially, apply cartographic design principles, and communicate insights in a way that is both analytical and accessible.

In parallel, my experience as a Marketing Campaign and Content Manager at the UCR School of Business has strengthened my design and storytelling skills across digital platforms. I regularly collaborate with cross-functional teams, follow brand and style guidelines, and use performance data to refine visual and messaging decisions. These experiences have helped me develop a strong design process, balancing clarity, aesthetics, and audience needs which I am excited to apply in a cartographic and GIS-focused environment.

I am particularly excited about Esri's emphasis on mentorship, collaboration, and enterprise-scale design systems. The opportunity to work alongside experienced cartographers and data visualization experts while contributing to map production, web applications, and style guide development aligns perfectly with my goals for this internship. I am eager to deepen my technical skills, learn ArcGIS tools, and contribute meaningful, portfolio-ready work as part of Esri's design team.

Thank you for your time and consideration. I would welcome the opportunity to further discuss how my background in data visualization, design, and storytelling can contribute to Esri's Cartographic Design Internship.

Sincerely,

Gina Gardea