

I've always been drawn to the space between ideas and action. That's where things get real. Whether I'm coding an app, designing a brand, or leading a team, I care about how something makes people feel and how it shows up in the world. As a student studying computer science and behavioral science, I've focused on designing systems that help people connect, reflect, and take action.

Right now, I'm building YouUnited, a platform that helps students turn their ideas into real projects. The goal is to give young people the tools, structure, and visibility they need to start something meaningful. That might be a business, a nonprofit, a creative experiment, or anything else they care about. I'm building resources that help students move from concept to action, but what excites me most is how we tell those stories out loud. How do we make student ideas feel visible and contagious? How do we bring those stories into public space?

That curiosity led me to the out-of-home industry. I kept wondering what it would look like if the physical spaces around campus—bus stops, dorm walls, digital signage—were filled with stories of students creating things. Not polished ads, but honest, in-progress ideas. The kind of things that make you pause and think. Out-of-home media meets people where they are. You can't scroll past it or mute it. And when it's done with care, it doesn't just take space. It gives something back.

I believe out-of-home has the potential to be more than a channel for advertising. It can be a medium for civic storytelling. It can highlight voices that often go unheard. It can create shared moments in public spaces. That's the kind of work I want to contribute to. I want to build systems and campaigns that are rooted in real stories and real communities. Not just to capture attention, but to respect it.

The FOARE scholarship would give me the freedom to keep building YouUnited in a way that reflects those values. It would allow me to stay focused on purpose-driven work, to collaborate with people who care about impact, and to take creative risks while I'm still in school. I don't just want to join the out-of-home industry as it is today. I want to be part of imagining where it could go next.