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IBM

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RE: USER EXPERIENCE, VISUAL DESIGNER

Dear selection committee,

From my perspective, IBM has continually associated itself with design. In the past, this relationship surfaced with icons such as Richard Sapper and the ThinkPad, Paul Rand's identity program, and the Selectric series of typewriters (even my portfolio contains a project dedicated to it). When IBM announced MobileFirst, and later, a partnership with Apple to reimagine business-facing applications, I began to see a company itching to embrace forward-thinking and shed the status quo. Of these initiatives, Fly Now, Passenger+, and Rapid Board strongly resonated with me, not only due to an interest in aviation, but through their ability to deconstruct complex information hierarchies and integrate enticing visual elements: function and beauty.

This upcoming May, I will graduate from the George Washington University's Corcoran School of the Arts & Design with a BFA in Graphic Design. Whereas the majority of contemporary discussion focuses on consumer applications and services, I personally hold significant interest in enterprise software. By seeking to apply my skills and energy to this sector, I work towards one of my central tenets: the application of design as the solution and in a manner that reflects society's needs, not merely desires. Integrating design thinking–and aesthetics–into the tools of everyday routine allows for an impact that extends beyond the ephemeral and into tomorrow.

Throughout my undergraduate studies, I have demonstrated a proclivity for self-initiated projects and tasks, the ability to critically analyze issues at hand, and a keen attention to detail. Ever since my first tinkering encounter with iWeb, I have passionately sought to design in the digital realm and bring each vision to life—to create and build. An overwhelming majority of my programming knowledge stems solely from self-instruction, and I have executed end-to-end designs for the web and all three major mobile platforms. Experiments with Processing, a derivative of Java tuned for the arts, furthered my hunger to integrate aesthetic investigation with technical pursuits.

For the *NEXT* 2015 microsite, a showcase of the Corcoran's thesis exhibition, I regularly communicated with the university's marketing personnel and web administrators to ensure visual cohesion and technical functionality. Each iteration underwent rigorous testing, guaranteeing that regardless of their browser's age, each user would encounter a website of both information and refinement. Similarly with ship.it, an Android application for shipping and tracking packages, I subjected multiple builds to adverse conditions: low cellular signal strength, sudden disconnections, invalid user inputs, and back-end errors. At IBM, I would approach my work with the same degree of rigor and consideration.

Interests in such related, yet distinct, fields has enhanced my self-starting habits, as traditional curricula struggle to address deeply interdisciplinary studies. Instead of limiting myself within the confines of established career tracks, I explored design which lived beyond the classroom. In order to equalize the quality of individual projects with formal instruction, the latter required intense scrutiny—self-critique to equal peer review.

As a designer at IBM, I aspire to apply this knowledge base and tenacity to strengthen the role of design within–and the caliber of–enterprise software. Thank you for your time and consideration. Please contact me at your convenience.

Best regards,

LUCIEN LIZ-LEPIORZ