

Mihika Patel

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Dear Roku Recruiter,

I hope you are having a great day! My name is Mihika Patel and I am a freshman at Drexel University pursuing a bachelor of science degree in User Experience and Interaction Design and a minor in Computer Science. I'm involved in many UX and CS clubs around campus and enjoy working with emerging technologies. I love channeling my inner creativity while simultaneously learning new things, which is what I find fascinating about studying UIUX.

One of the reasons I love UIUX is its captivating blend of design, coding, psychology, and problem-solving. Ever since I was young, I have had two major interests – technology and design. Artistic day-to-day activities like doing different eyeliner looks, making jewelry, and elegantly plating meals have helped me enrich my sense of design. Throughout high school, I enrolled in design courses where I was able to enhance my creative skills and develop many pieces of digital art. Additionally, I involved myself in various technological activities such as coding, website development, and computer science classes. These two interests led me to a full-time internship this past summer for UI/UX and product design at Wellen, a startup in New York that creates programs for women with osteoporosis and osteopenia. During my time there, I learned several organizational and creative softwares – some being Slack, Asana, and Canva. I also had the opportunity to attend calls and work directly with members of the Wellen team – including the CEO, Product Design Consultant, and the Director of Content – to improve the user experiences of the product. Some of my favorite projects included creating a competitive analysis of fitness and wellness apps in Figma, taking detailed notes on moderated user interviews, and creating Wellen persona posters to help categorize our users by age, diagnosis, and goal. Along with work experience, I also gained several useful skills, including researching, wireframing, and accommodating brand identity. My internship at Wellen convinced me that UI/UX, which combines my passions for both technology and design, was the right field for me. At Drexel, through the variety of courses and classwork they offer, I have been able to practice and further my skills as a UIUX designer, and I have learned a lot about design principles, prototyping, and creating functional, meaningful, and user-centered designs. On campus, I am the event coordinator of Drexel's CHI UX club, where I help plan events relating to user interface/experience and computer science. I am also a member of Hack4Impact, which is a coding club that often collaborates with our club. I love being involved in UIUX, and strengthening my skills in every way I can.

I would love to have the opportunity to learn more from the mentors and designers at Roku, develop innovative solutions, and improve my own knowledge. I'm excited to help Roku take action in changing an industry through collaboration and learning. You can contact me anytime at mihikapatel613@gmail.com.

Sincerely,
Mihika Patel