

Andrea de la Vega

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Kendo
425 Market Street
San Francisco, CA 94105

Dear Kendo Talent Team,

I heard about your Packaging and Production Internship from LinkedIn and I'm very interested in this opportunity! My name is Andrea de la Vega and I'm a rising junior studying Graphic Communication and a minor in packaging, with a concentration in UX/UI. With my combined interest for all things in the beauty and packaging industries, I believe I am a great candidate for this role.

As you can see from my resume, through my previous internship work and experiences I have improved on my design skills, creative thinking, and project management. I am always looking to improve the organization and efficiency of systems, and I am passionate about creating packaging experiences that are functional and evoke a sense of beauty in consumers. To me, the beauty and art around me is a source of inspiration for my creativity.

- In my Consumer Packaging courses, I worked to create and develop a new design for Pringles packaging to be inclusive, accessible, and sustainable using Adobe Illustrator. As I worked to delegate tasks and set goals with my team, I enhanced my research and effective workflow skills.
- As an Account Intern under University Graphic Systems Printing Operations at Cal Poly, I worked on expanding brand awareness. With a focus in creative problem solving, I helped make the office more appealing to customers. I also advertised, designed merchandise for, and participated at boothing events on campus.
- Through my experience in UX Fest's design competition, I worked on creating a prototype from a user's needs standpoint in Figma. I conducted research to identify a target audience, and designed several iterations of an app that helped consumers limit food waste, as well as create engaging aspects to ensure potential return of use.

I'm looking forward to learning more from you! I can be reached at my email adelav01@calpoly.edu and my cell (650)-644-6259. Thank you for your consideration.

Thank you,
Andrea de la Vega