

Whitney Museum of Art  
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To the Whitney Museum of Art Graphic Design Department,

I'm writing to apply for the position of interaction designer in the graphic design department. I am excited about this job because it offers an opportunity to pursue my skills in interaction and graphic design and my commitment to public projects at an amazing institution. Also, as an MFA student at Yale, I have enjoyed working with Dan Michaelson, whose studio designed and developed the Whitney Museum website.

My thesis at Yale 'we, all together' explores the relationship between screens and people, and how to build community on- and off-line. In my practice, I investigated the meaning and potential of interactive media. I'm interested in working with cultural institutions to deeply understand their creation and function. How can interaction design open dialogues? How can a screen help people interact? How can we think in a more critical, useful and simplistic way to relate to these tools?

At Yale, I have found several opportunities to organize public events, each of which had a strong online component. Last fall, I curated a film series called 'cinecircolo.' I fully organized and promoted the event: first I designed a newsletter and a website to advertise the screenings. I used the graphic design elements of the website to make posters. For each film I compiled and distributed a series of readings as an introduction—these could be downloaded also from the website. After the event, I archived the film series and designed a parent website which provides general information about the series's theme and links to both archived and future events.

Another project that I developed this spring is called 'radiokitchen,' a website and online radio station broadcast from the kitchen at the Yale School of Art. I designed a website and set up the live stream using OBS and Youtube. I invited classmates to do food-related programming over the open studios weekend, for example cooking and eating. I am currently working on an archive page that presents the recordings but maintains the ephemeral spirit of radio.

This spring I was part of the team that designed and organized the Yale graphic design thesis show, which takes the form of an exhibition and one-day symposium. My tasks are wide-ranging, and include developing a signage system; designing the physical exhibition; and managing the programming day-of, which means coordinating with my colleagues about what they plan to present. We designed a website to announce the event, which also serves as a projected animation in the gallery space and as a tool for creating social media posts. I have enjoyed the opportunity to apply my skills and creativity to the full range of tasks necessary to produce such a complex event.

Overall, these three projects have demonstrated to me the capacity for interactive media to enhance and facilitate in-person experiences and communication. Given what I've learned at Yale, my 5+ years' experience in design studios prior to graduate school, and my commitment to working on projects that involve the public, I'm excited for the chance to pursue these interests at the Whitney Museum. I want to work at the Whitney because I want to work with an institution that is committed to design; that provides innovative museum experiences; and that pursues diversity in the art world. My energy, creativity, organizational and communication skills, as well as graphic design talent can be a great asset, and I can't wait to learn more from what you do. I am a firm believer in spreading knowledge in non-conventional ways and formats, and I believe that the Whitney is developing new ways to integrate interactive products into the museum experience.

I would be happy to discuss further my background and interest. I appreciate your consideration, and I look forward to hearing from you.

All the best,  
Simone Cutri  
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