

## **Masters – Global Innovation Design – Imperial College London**

Studying Arts and sciences at UCL has allowed me to explore areas such as Environmental Systems and Artificial Intelligence at the same time as Storytelling and Film-making. However, I never understood how such diverse modules could combine until I discovered the Global Innovation Design masters at RCA and Imperial College.

I became extremely interested in the effect of materials in design and how to create products sustainably after being awarded the engineering Instron prize for the best design project in a Materials and Mechanics module. The project involved designing the most comfortable chair based on endless details such as foam resistance, inclination angle... and even the average speed of a person sitting down. This award motivated me to volunteer at [REDACTED] (an NGO based in [REDACTED] where products are developed from seeds and rainforest 'waste'). Whilst volunteering, I designed entirely biodegradable products, which made me realise the importance of considering the environment in design. The challenge of combining a concern for the environment with an aesthetic design fascinates me.

Being Brazilian and having lived in Spain for 10 years, I have always had a strong interest in languages and diversity, which led me to become the President of the Portuguese-Speaking society at UCL, learn French, and work as a TEDx Talk translator. This passion for cultural differences is what inspired me to write my dissertation about how the perception of robots' design varies depending on nationality and religion. I gathered large data sets on Japanese and American perspectives. Given the opportunity to study one term in Tokyo and one in New York would help me further understand the importance of modifying design according to the target audience and expand on the knowledge from my dissertation research.

As a president at UCL, I organised events, obtained sponsorships, and led a committee of five members. This position developed my leadership and public-speaking skills which are crucial to communication- an essential ability when designing within teams or leading a project.

Efficient learning is not to memorise a textbook but to experiment, create and learn from failure. At RCA and Imperial, the methodology of learning by experimenting, and the diversity of both universities are characteristics I admire the most. Aside from benefiting from world-class facilities and mentorship from experts in design, the opportunity of studying at two of the top universities in the world at the same time would further strengthen my creativity and quantitative skills.

Design innovation requires a holistic approach; one that combines technical engineering skills with the ability to understand unique cultural and societal contexts in order to effectively communicate and implement solutions. I believe that the MA/MSc Global Innovation Design would be the perfect environment for me to continue thriving in, as it would enable me to combine my mathematical and quantitative knowledge, creativity and multi-cultural background. I see interdisciplinarity as the main gate to creativity. This degree would allow me to expand my knowledge across sectors and provide me with valuable skills for my future career