

Umeå University — Letter of Motivation from Vinicius Sueiro

Application #
12571710

Portfolio
vsueiro.com

Resume
vsueiro.com/resume

I am passionate about merging design and technology in order to create positive social impact.

For that reason, I believe the Master's Degree in Interaction Design offered by *Umeå University* is a great opportunity for me to excel in doing so – by learning new skills and approaches, discovering new cultures, making new friends and sharing what I have learned so far.

From a young age, I wanted to improve the relationship between humans and nature. So, for a year, I attended the undergraduate program in Environmental Management at the *University of São Paulo*, in Brazil. During this time, while working on the visual communication of my team's botanical research, I found myself creating graphics to clearly explain our methods and results.

As my interest in Design grew stronger, I realized that this could be my tool for driving change.

That is why I dropped out of my first course and got my Bachelor's degree in Design, also from the *University of São Paulo*. It offers a five year course that covers visual, industrial and service design – along with related fields like programming (mainly using Processing). I started learning about Scandinavian design during a history class and it has been a reference for me ever since.

During my early college years, I worked at a small agency, crafting animated visual presentations for companies like Warner Bros. I attended most meetings and learned a bit about business and its importance. But I was not acting on what inspired me to become a designer.

Then, I had the opportunity of applying for a digital designer position at Estadão, a major Brazilian newspaper. It required coding in JavaScript – since I would be creating and developing interactive information graphics. I started learning it and, eventually, I was in.

For the next three years, the team and I visually communicated relevant information – from charts on climate change to a platform for monitoring congressmen.

After that, I had the opportunity of building and leading a more interdisciplinary team in projects that combined data analysis (using Python), design and web development. Our goal was to turn complex datasets into compelling stories for our users – from idea to publication.

The last project I created with that team was about child adoption in Brazil. It was the sole winner of the Kantar Information is Beautiful Awards 2019, in the Best Non-English category.

After two years leading this data visualization team, I have decided to join an innovation consultancy that I admire, Questtonó, so I could learn more about strategy and user research – from developing early prototypes to conducting face to face interviews with potential users.

Up until now, I have designed and coded meaningful projects, but they all live inside a screen. That is why I am personally starting to dive into tangible products and ubiquitous computing.

In the future, my goal is to build stronger human-centered experiences that blur the boundaries between the digital and the physical worlds – from visual design to artificial intelligence and connected objects. Moreover, I'm excited about creating physical-digital products as they enable easier interactions and seamless experiences.

It is clear the Master's programme will prepare students to deal with this kind of complexity. Beyond that, Umeå's experimental approach to learning and balance between studio projects and research are key factors that resonate with my method for tackling design challenges.

The idea of studying in such a vibrant learning environment, diving into the minimalism of Scandinavian design culture and acting on the intersection of different fields to create positive social impact are my reasons to pursue this Master's degree at Umeå University.