Working to Prevent Harm / Why Facebook Design?
Yeji Kwon

My interest in Facebook University for Product Design comes directly for my care for design. I would describe myself as a passive expresser. I like creating things as a person's creation speaks a million words. I am happiest when expressing myself through my creations. Hence, I spend a lot of my time creating things - things fun to look at and which provide an enjoyable experience. It is through these creations, that I invite people into my mind space. I want the creations to speak for itself. I want it to be the main mode of communication for my deeper thoughts, ideas, and ultimately myself.

I learnt that I find design really really cool - to a point where I consider it an area worth pursuing for a life-time. I also realized that I have a natural care about it. This is why I get frustrated when encountering poorly designed systems - systems that don't take users as the center of consideration and purpose. Systems that value numbers over people, while sacrificing the sanity and well-being of many. I am in search for things truly worth pursuing. I want to design with these things in mind.

Design should have a caring purpose. The final intent should be to construct an enjoyable and pleasant experience in whatever form. Design is problem solving. There will always be a limitation of some sort - budget, customer, objective - but the possibilities of solutions that arise from such limitations are endless.

Whether it is interior, game, VR design, architecture, urban planning - I want to design space where a person can exist mentally and physically at peace. As a highly sentient person - influenced by the senses prompted by the surroundings and who enjoys observing such surroundings - I want to design space - beautiful space - as a gift to those I care about - the people.

The construction of such space requires a life-time worth of contemplating what is good and what is unpleasant. I want to always, actively, be thinking on how to better one's environment, and experience, and through doing so, improve one's or multiple lives. But, then again, the best and coolest point of it all is that it is a passive form of expression. Which works for me because a lot of my thoughts and ideas are internalized. And I can only express after much contemplation.

There seems nothing better than gifting a person a beautiful space to interact in - one in which all five senses are at a state of contentment. Designing such space communicates a lot, indirectly, about the creator, their life, and their sensational capacity and spectrum. When the user reciprocates being in such a space with a positive emotion, and goes on to build off something positive from that space, I think that is truly one of the most beautiful interchange of energies that one cannot simply verbalize or quantify - but can certainly feel.

Facebook has been an integral component of my life since I first joined the platform to play the game "Pet Society". A platform which I signed up to simply enjoy a cute pet game is now the very reason I am able to stay connected to all my friends around the globe. It is also where alot of the communities that I care about interact with each other and create culture. Having the experience to apply my design skills and knowledge in such a platform will be an immensely fulfilling experience. And for those reasons, I find myself applying for this program to not only develop my expertise but engage in work that I find personally meaningful.