The contact with a pair of GPS shoes that can offer to guide the wearer home with built-in GPS navigation in my senior year, has inspired my exploration in this domain. Perplexed by the specific structure of this interesting design, I consulted more interactive design projects, communicated with peers in this major, and acquired a deeper understanding about human-centered interaction design. Imbued with possibilities and mysteries, this field of artificial intelligence and participation attracts and drives me to study further.

Interaction design integrates more elements like user experience and motion design, which would give full play to my strengths gained in my undergraduate study. Majoring in landscape architecture, I have cultivated the ability to conduct researches. Besides, my focus on human experience has rendered me a holistic perspective to adjust the design. In my group graduation project themed on the design of a park within campus, my team invited targeted students and teachers to join in and comment on my scheme discussion and design process, compared similarities and differences with previous classic cases, and sought the most suitable way. Through reference to materials about plants and architecture selections, I categorized and listed the most desirable types by meticulous analysis. Moreover, constant modifications of lounge area to the best feeling were made based on surveys and communications. All these efforts have enhanced my analytical skills that are vital to interaction design and would facilitate my learning in interaction design.

Throughout my undergraduate stage, I participated in a few projects design as the group leader, of which the Design and Build program in Guiyang impressed me most. Confronted with numerous members who had entirely distinct academic and cultural background, I suffered from their ineffective communication that caused the difficult in reaching a consensus. For instance, during one design of rest platform, students from Guiyang Normal University preferred to design a traditional Chinese pavilion for landscaping purposes, whereas American members objected to such scheme that failed to accord with the style of the whole park group as far as they were concerned. Under this circumstance, I proposed our teammates to first collect some classic cases and then every one selected three ideal targets to carry out the discussion. After the voting, the optimal design type would be picked out to perform recreation by adding colorful elements. Based on the modification suggestions and comments offered by the professor, the ultimate design scheme was formulated with distinction. What’s more, our group was allocated to take charge of the specific design and relevant construction, which granted us strong sense of accomplishment. Such a multi-cultural cooperation program not only considerably enhanced my leadership, but also intensified my interpersonal skills that contributed to the smooth communication and cooperation of our teammates in this big community. It convinces me this rewarding experience will well prepared me for the cooperate work with my teammates in the Integrated Digital Media program from different countries and regions.

In order to gain interaction design experience in the real world, I secured the internship, and completed researches on user experience to support the further work of interactive designers. In the research on New Retail Model, I collected plenty of precedent cases, analyzed the highlights and logical structures, and tried to comprehend how different brands effectively integrate traditional retail model with online retail model. I have been especially impressed by the service of ‘*you try, we wait’* provided by Yourfittingroom, in that it has focused on the experience of customers and creatively integrated online and offline retail modes to effectively reduce the rate of returns, and attracted more burgeoning designer brands and niche brands. During the research, in which I have curiously investigated into relevant cases, I has cultivated my business acumen and enhanced logical thinking abilities, which would surely help me to become an excellent interactive designer with clear design goals.

As I am delving more into the field, I have attended some training courses and learned from a mentor specialized in interaction design. One of project topics I explored is to devise an app for formulating trip schedule, which strove to provide optimal solutions to traveling amateurs who look for the high-quality traveling but hardly have time or money to make plans. I made researches to predict the demand, analyzed classic cases to seek a breakthrough and identified my innovation point. With user information collected, I modeled the corresponding project, accomplished the simulation and official versions respectively and obtained user information feedback. Generally speaking, the software I am proficient in such as Photoshop, AI, Indesign have been made full used of and perfected, other new ones like Sketch that conduces to the design of interface has been also acquired. I for the first time sensed the process of real interaction design and accumulated experience for an in-depth learning.

As far as I am concerned, an outstanding interaction designer can make our life better through furnishing more helpful, easily-used, pleasant and healthy products. I desire to be that one who can not only inject my genuine feelings and value into the design, but also effectively improve user experience, supply preferred plan and create forward-looking products, hoping that my design can boost the humanization of the world and assist people with their routine work, no matter in games, shopping or traveling. It is expected that my value system can exert a positive impact on the society and let things become more helpful, easily-used, pleasant and healthy. In the future, I desire to become both an outstanding designer and an extraordinary leader who can clearly locate my position with strong sense of responsibility, decision-making and communication skills. Adapting myself to different work surroundings, I will lead my team to achieve an innovative breakthrough.

Your renowned Integrated Digital Media program dramatically appeals to me by virtue of wide-ranging and interdisciplinary research that attaches significance to the cultivation of students’ creative practice, design research and multidisciplinary experimentation with emerging media technologies. What’s more, I yearn for the distinctive yet comprehensive course setting consisting of Creative Coding, Media Studies, and Media Law, based on which I am able to not only probe into the professional realms I have never been exposed to, but also bring my talents into full play through the studio. Above all, IDM program covers the graduate level special topics like human-computer interfaces (HCI), mobile application development, user experience (UX) design and so forth that arouse my strong desire for relevant knowledge. Especially for the interaction design field I am passionate about, I am eager to enhance my professional skills with the help of your advanced education concepts and exceptional faculty. All of those can smooth the way for my prospective career development after gaining my master degree and make admirable achievements in the realm of interaction design.