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To Whom This May Concern:

Fueled by creativity and knowledge, I am equipped with the vision and dedication necessary to be a designer for IDEO. Given IDEO's strong values in the ever-expanding design field, and its drive to provide its clients and the globe with enduring design solutions, IDEO has secured its position in the creative and business world. The company's dedication to its high standards of client-focused delivery, innovation, experience, and design-centered problem solving has allowed IDEO to leverage its full breadth of capabilities. I am confident that my diverse educational, work, and personal experiences have prepared me to excel in such a work environment, which is why I am applying for a full-time position as a *Graphic Designer* at IDEO.

At the University of California, Los Angeles, my design and media arts education helped me foster and focus my creativity, while inspiring extracurricular activities to apply my talents and visions. For example, at the UCLA Design | Media Arts program, I was able to fully utilize the large range of resources and education offered, which helped me engage and learn about the design field as a whole, and not just a single facet. I am led by my strengths in two-dimensional graphic design, but it is the breadth of skills I have accumulated at UCLA that allows me to think and create in any form of media to solve a problem, never limiting myself to any single medium or solution. Always beginning with a strong conceptual base, I have learned how to improve my design solutions with new and complementing technologies such as programming, video, and installations. Consequently, I perpetually take risks and break the bounds of what good design can be. This continuous flux of approaches and materials often led me to collaborate and work in groups with other students in self-initiatives such as the *Good 50x70* poster competition where my peers and I banded together to create a body of work pushing for positive social change. With the first ever *Design | Media Arts Yearbook* I worked with my entire department, students, and a photographer to coordinate, organize and create a memorable keepsake. This dedication and unwavering passion for realizing my goals has pushed me to take risks and challenges in how I visually communicate with the world, qualities that will make me a great asset to your company.

Complementing my academics and extracurricular activities are my design internships and side-projects, such as the founding of Collabo and my current freelance commissions. One summer I secured a sought after intern position at Hello Design, an award winning web design firm. I instantly adapted to this role, taking on many of the same responsibilities as the full-time web and graphic designers. I was taught to create and present mock-ups for websites, prototype, and even to design major website components for the firm. My role changed throughout the months as I learned and took on a more vital role in the company, even being offered the right to return whenever I desired. The experiences of working in professional atmospheres taught me important business and organization skills to later utilize in my own projects as I departed from UCLA. As one of the integral founders of Collabo, a video performance art group, I have taken on tremendous responsibilities to keep our organization thriving and connected. We began as an inexperienced group of students, but have managed to expand as professionals, proliferating a new video culture throughout the Los Angeles area. Beyond creating the branding of the organization, I have gone on to become integral to the business end of the group as well. My work ventures have driven me to constantly strive for my creative and professional best. It is with this experience that I have networked with peers and fellow designers in Los Angeles to form the Freelance Republic, a top-down network of freelance designers who help each other discover new clients, and collaborate together to challenge local design studios in larger scale projects. My consistent involvement with internships, and my own personal endeavors have shaped my role as a designer and professional in the design world, which I would now like to bring to IDEO.

I am confident that the objective is to provide clients with the best design and solutions possible. It is only through the belief of providing the highest qualities of innovation, problem solving, and creating design for positive social impact that we see success, and that is why I believe in IDEO. The passion to create and achieve is a trait that can endure any challenge and therefore validates IDEO's appeal to me. I would honor an opportunity to interview for a position at IDEO. Thank you very much for your time and consideration.

Best,  
Nicklesh Soni