

Maya Kapur

Professor Chang

PSDS 4111 A

2 October 2020

Personal Statements

Mission Statement

I believe that there is an important intersection between business strategy and design that we need to engage with to further innovation. My passion is in the process and interaction between people resulting in a more human-centered outcome that is beautiful, functional, and effective. My goal is to contribute to projects that address our needs and have a meaningful impact on the world we live in.

Elevator Pitch

Interview

Hi, my name is Maya. I am graduating from Parsons in Spring 2021 with a major in Strategic Design and Management and a minor in Communication Design. I am looking for a job to be in a creative environment, ideally a branding/advertising agency. With this degree, I am able to utilize my background in business and design to have a holistic perspective. Most people are focused on the product and how to get there. And while that is important, I love the process. My passion is in the interaction between people and collaborating with others with different strengths

and weaknesses. I believe that this ultimately results in a better outcome for both the client and the team. I think I would be a great fit for your company because I have had internship and job experience in various parts of the design process with technical practice in graphic design. At the same time, however, I can see the overall big picture. I am extremely organized, plan with detail, and am a quick study in skills I have to learn. I believe my leadership positions lends itself well to a fast-paced world like yours.

Short

My name is Maya and I work in design strategy. With a technical understanding of graphic design and use of business analytical skills, I am able to have a holistic approach. I am able to see the overall big picture, pull the strengths and weaknesses when I collaborate with others, and execute extremely organized and detailed plans. And while most people are focused on the product and how to get there, I love the process. I believe that this ultimately results in a better outcome for everyone involved.

LinkedIn Profile

URL

www.linkedin.com/in/mayakapur

About Section

I believe that there is an important intersection between business and design that we need to engage with. Design is necessary to further innovation and grounded in strategy and analytics. To be successful, we need both working in tandem. While most are focused on the product and

how to get there, I love the process. My passion is in the interaction between people and being able to combine various strengths and weaknesses when collaborating with others. The result is a more human-centered outcome that is beautiful, functional, and effective. My goal, as an organized and detailed individual, is to use my technical skills and previous experience to contribute to projects that address our needs and have a meaningful impact on the world we live in.