

# MAYA KAPUR

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Company  
Year Role

To Whom It May Concern,

My name is Maya Kapur and am a Dean's Scholar graduating in the Spring of 2021 from Parsons School of Design studying Strategic Design and Management and a minor in Communication Design.

With this degree, I am able to utilize my technical understanding of graphic design and use of business analytical skills 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, pulling the strengths and weaknesses when I collaborate with others to execute extremely organized and detailed plans. The ultimate result is a more human-centered outcome that is beautiful, functional, and effective with a cohesive team dynamic. 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.

I would like to pursue a full-time position in the [insert] division at Company because [reason]. I think I would be a great fit due to my previous internships and jobs in various parts of the design process to see the bigger picture and leadership experience.

During my time in college so far, I have been fortunate enough to be a part of the Parsons Student Senate, an experience that has pushed me to develop my leadership skills and organizational abilities by chairing meetings and managing and distributing a \$10,000 yearly budget with over 100 funding requests. I have also been able to share my excitement for the major by mentoring freshman students throughout the year and cultivate a community.

I learned a lot about being a graphic designer at a branding and advertising agency, The Shark Group. By working directly with the head of design and production, the creative director, and head graphic designer, I was exposed to a variety of projects. For FUBU's collaboration with Century 21, I was assigned various tasks throughout the entire relaunch: creating CADs, tech packs, and POs, handling sample management, designing graphics, mockups, and pitch deck, assisting during model photoshoots and the itself, as well as putting together PR and press. My supervisor was complimentary of my versatility and successful handling of multiple assignments. I enjoy working on challenging processes where I am learning and constantly improving.

My internship with Centric Brands, a design, manufacturing, and licensing company, has given me insight into the nuances of the business of fashion. My main project was the brand strategy and launch of Avirex in major United States department stores nationwide. I was involved with everything from the marketing and research, to the photoshoots and in-store placement. For me, it was important to understand the details of the complex process and the collaboration of different teams.

Most recently I have assisted the CEO and contributed to the founding team of a fashion tech startup, LLABB. My work has included flows, UI/UX design, and beta testing for the proprietary software, as well as brand strategy and analysis, ecommerce, and look book creation. Balancing different aspects was difficult, but I learned the process of creating a company from the ground up. I'd be able to apply my knowledge to ensure that we would deliver detailed, creative solutions in a timely manner.

The emphasis on [insert] and [insert] drew me to Company. I would be thrilled to work in an environment where I can continue to grow and learn at a fast pace, as well as one with passionate peers. Thank you and I hope to hear back from you soon to discuss my eligibility for this role.

Sincerely,

Maya Kapur