

01/26/2023

Dear Member of IE University,

I am thrilled to see this Strategic Interior Design program offered by IE University and am sincerely interested in participating. This enthusiasm comes from several alignments in pursuits in multi-disciplinary design, innovation, career goals and mission for influence through environmental design. It has been a personal journey across countries and in various businesses, and is driven by a keen curiosity.

For the last three years, I worked in architecture and interior design firms in Toronto, where I worked closely with the lead architects and the design team. Working on past design projects gave me an understanding of the AEC industry. I saw many areas where innovation needed to be implemented, from the design and building process to research and business operations. I actively played a significant role within my firms regarding these operational improvements. Implementing VR technology and often discussing with the principal and lead designers how the future of building could look and how hardware could be as efficient as software. I dreamed of the Strategic Designer role and the learnings offered by this program.

I found that UX design and research methodologies add realistic contexts and insights to feed into the design process, and I was fascinated by uncovering problems and finding design opportunities. Yet, I wondered how this could be applied to the AEC industry and the built environment. I continue to learn about technology, such as the Metaverse, over the last few years and how it might impact our society.

I was inspired by my experiences when exploring different environments and lifestyles worldwide. I could recognize how our current systems were not designed with foresight for the future and with well-being in mind. I recognize that environmental, technological, and social forces are changing rapidly, and I believe great design has the capacity to navigate this change. By taking my next education steps at IE University will allow me to move forward in my strategic design career and find solutions to real human needs systemic challenges and develop improvements.

My strong commitment to learning and self-initiative, coupled with my diverse life experiences, has made me an excellent fit for the Strategic Interior Design program. The unique program at IE University will help me achieve my aspiring goal of becoming a consultant at AECOM, working at the intersection of interior design, business and technology. I believe that the curriculum delivered in this diploma program will equip me with the proper knowledge of the field and give me the tools and the ability necessary to add value. I hope to continue enriching my education and research in sociology and environmental psychology to contribute to the well-being of society and overcome existing conditions. I would like to be a designer relevant in our exponential age of rapid development and disruption. I am looking for the opportunity to learn from industry experts and next to experienced designers. Your acceptance and the benefits of this

Breaking Barriers scholarship will be an excellent opportunity for me to combine my academic studies, independent business initiatives, and professional architectural experiences.

Thank you for reviewing my application and how you look forward to the rest of the admissions process.

Sincerely,

Ebony Walsh