



A rebirth must be preceded by death.

Newsrooms and media outlets are purging their staffs, their creative minds: their bodies of light. And now, in one of the industry's darkest times, it is desperate and reluctant to reinvent itself. The once-great news empire now begs at the feet of disinterested readers to offer the service of public good and for the salvation of democracy.

I am committed to journalism, but the news business cannot survive much longer on its stagnant business model. This is where I see opportunity.

With a Masters of Science in Human-Computer Interaction Design in the School of Informatics, I will develop the skills, education and understanding to be an innovator, an entrepreneur and a pioneer in bringing the media industry into a new age of creativity. I believe the school will give me tools to take new risks, prototype, succeed, fail, understand, and to simply think in different ways.

I would like to explore the importance of human-centric design, user-experience and visualizing information. With this, I hope to join or create a start-up during my professional career in the news media.

I am so deeply interested in the HCI/d Masters because it balances both practical and academic design study with selective courses that allow me to tailor fit the degree. Classmates with diverse experiences create an excellent collaborative environment where I will thrive.

I am a graduate of the Journalism School at Indiana University with a second major in political science. Those degrees, paired with work experience at *The Indianapolis Star* and Macrovision and completing a research and internship in Westminster, London, have helped me scale the importance of clear verbal and visual communication skills from both hyper local to global communities. This education has taught me to have the utmost consideration for the reader in media, the constituent in politics and the user in technology.

I have since returned to Bloomington and am working as a graphic designer in the Communications Department at the Journalism School. I hope to create similar long-lasting ties at the Informatics School and give back to the program, professors and students during and after my graduation.

At the *Indiana Daily Student* newspaper, I held multiple leadership and guidance roles, including developing a product, *Inside* magazine, that won six awards in its first year and is still publishing. I worked as both the art director and web editor in its first year. At the same time, I pioneered the new media editor position for the newspaper. Responsibilities included training the web desk to post stories, shoot and edit video and develop multimedia interactive content.

I reflected on these leadership and entrepreneurial experiences when I was selected to do the highly competitive onsite fellowship at the Poynter Institute in St. Petersburg, Florida. I was among the few chosen to launch a new role as an editor/producer that required leadership, team collaboration, multimedia producing and editing in a highly collaborative environment that focused on interactive online storytelling. I granted a six-week leave from my full-time job at The Indianapolis Star, where I was working as a designer and influential member of the company wide Diversity Team.

My professional and college experiences in journalism and my current work at the school have propelled my desire want to be at the front of the evolving media industry. I hope to pursue mobile technology, social networks, user-generated content and ways to both simplify and visualize data. My aim is to gain professional experience in non-news media fields such as Google, Apple, Flickr, Last.fm, Hulu and similar web-based companies that intelligently communicate visual information.

I design for the user, the content and the medium.

Exploring new fields, business models and challenges will give me a diversified experience. When the media industry is prime for rebirth: I will be ready with my light.