

December 2, 2017

To the selection committee,

### Summary

The sample works that I chose demonstrate a wide range of what I've done so far. These five works include several areas, such as audiovisual material, digital marketing and full development of websites.

All of them have been made in collaboration with other co-workers except the last one "Tips de Madre" which is a personal brand and website for mothers like me that I have since 2010.

The execution of those works has been made with a complex planning and research studies of minimum six months for their success; with activities such as testing interfaces, usability and optimization (depending on the areas). The final objective of each one is different from the other, but the strategy, design process, teamwork and constant innovation is what makes them relate to each other and show my strengths and capability of doing an integral design project with graphic designers, industrial engineers and programmers.

As an interactive designer I get the premise that a great work is the one that creates an emotion in the user. Thus, for (project TECHO - a wireless cabin for making the people change the way they see and feel poverty in the streets of Mexico City), is a proposal that let's explore and feel different sensations. (TH website & Tutto Dolce projects – lifestyle and culinary brands), is the one that informs personal efforts and knowledge. (WordCamp & Tips de Madre projects – informative event and brand that will help you go beyond what you really know) all this through a well-studied strategy and a detailed user experience process.

I expect to realize interdisciplinary projects in the Master of Digital Media with real case studies and different team members, every one giving the best of their personal and working competencies. I've been developing my technical and job skills, including soft skills, knowledge and communication with all those projects, learning new coding languages and acquiring new development abilities.

Having this interaction with different areas will help me to adapt to different situations and needs that I will have to go through in my professional life.

Sincerely,

*Dafne DM*

Dafne Delgado Muzquiz