

May 26, 2020

Dear Gallardo Design Group,

I am a recent graduate of Pratt Institute's Master of Industrial Design program and I am applying to Gallardo's Industrial Designer position.

Over the last year, I have been working on my master's thesis project, where I've utilized participatory design methods in order to co-design a set of generative toys with a group of children. We took our project through traditional industrial design phases like research, ideation, prototyping, and testing. Working with a group of 8 kids so frequently meant that I had to quickly make a large number of physical prototypes for each co-design session. This was accomplished with a combination of hand making, laser cutting, and 3D printing my CAD models. The children's feedback was invaluable to the design process, and through it, we designed [Brain Bridges](#), a set of toys to spark imagination and creative play. Inspiring people of all ages to be curious and use their imagination is a key motivator in my design work.

Last year I interned with the toy, soft goods, and gear design teams at [Skip Hop](#), a child care brand based in Manhattan. I gained experience in researching consumer and market trends, using SolidWorks to create manufacturable CAD models, as well as creating product renders, instructional manuals for safe consumer use, and technical specifications for manufacturers. Skip Hop gave me experience focusing on mass-produced designs that are heavily informed by consumer and market research. My projects always started with an assessment of consumer input and market trends, and how those might be realized within the Skip Hop brand.

Last year, I also worked on [Project Hurrah!](#), an urban musical instrument, in collaboration with the Polish Cultural Institute and the Polish Embassy for Design Pavilion NYC. I developed goals and milestones for our 6-week project and kept our 4-member design team on schedule with clear communication. We successfully researched, designed, sourced fabricators, and installed the exhibit for NYC x Design in 6 weeks. Hurrah gave me the opportunity to manage a design team while still taking responsibility for the fine design details like hardware decisions and mechanism invention.

Working on my thesis project, at Skip Hop, and on Project Hurrah! has given me the skills and knowledge necessary to carry out successful industrial design projects. The fast-paced turnaround of these environments meant that the success of our team depended on clear internal communication as well as with outside groups like fabricators and marketing departments. Being concise and respectful helped me to complete tasks within short time frames.

Further details about my industrial design experience can be found in my [resume](#) and [portfolio](#). Thank you for your consideration and I look forward to hearing from you.

All the best,

Danielle Begnaud