

MEMO

TO: Professor Ellis

FROM: Xing Ye (Mavis)

DATE: 2/18/2015

SUBJECT: Job Application Research, Freelance visual designer at Amplify

Executive Summary

Amplify is a company that reimagining the way teachers teach and students learn by using digital products, therefore, now they seeking a visual designer who can design and help to develop the digital products.

Job listing:

Location: Brooklyn, NY 11201

Job status/Type: Temporary/Contract/Project

Job category: Creative/Design

Occupation: Graphic Art/Illustration; General/ Others: Creative/Design; Web/UI/UX Design

The Visual Designer will work with Design and Art Directors to establish the visual direction of Amplify's digital curriculum-based content and products. The ideal candidate will be able to understand a product's vision, and translate it into unique and comprehensive design solutions in collaboration with cross-functional teams and external vendors. The Visual Designer will demonstrate solid conceptual, visualization, and communication skills during all phases of creative development from inception to launch. The position requires a deep understanding of current technologies and design trends, and the desire to push the limits of innovation, creativity and storytelling using both digital and print platforms.<http://jobview.monster.com/Visual-Designer-Freelance-Job-Brooklyn-NY-US-145601841.aspx?mescoId=2700410001001&jobPosition=24>

Company background: Amplify is an education subsidiary of News Corp launched in July 2012. Amplify was formed out of the wireless generation, and begins to learning develops a digital curriculum based on the Common Core State Standards, since the parent company is educational News Corp, therefore Amplify access focuses on a tablet learning for teachers and the students, because their targets are new generation. Amplify was used the technology after purchase of Wireless Generation, but most important Amplify devices and digital curriculum are designed to replace the hardcopy textbooks to decrease the price-point between the tradition textbooks and tablet based education. The insight of Amplify is to have assessment products that help teachers assess student progress, respond to individual student needs. Moreover, the Amplify curriculum products are written based on the Common Core State Standards to help the students prepared

for college, the core subjects such as math, science and English language arts. Amplify can use in tablet and mobile, the instructional software that makes it easy for teachers and students with the high quality training and customer care to ensure that the tablets make a meaningful impact in the classroom. <http://www.amplify.com/>

Description of Position: visual designer should fully understand how to create high quality and engaging design with the products that Amplify has. Also need to be responsible for the job and communicate with the design team to ensure that every client, teacher and student and users to know everything about the product throughout the design. Since the Amplify products are use of tablets and mobile, therefore as visual designer need to be able to work collaboratively with the design, product, curriculum, engineering and management teams. As a visual designer should have own style, but since the Amplify products is mostly use by teach and student, so the design should be clear enough for these audiences to understand.

My preparedness for this position: I gain valuable opportunities to learn, explore and develop my creativity and designing skills at New York City College of Technology, it opens my mind to accept ideas and gives my new aspects of life. In addition, I will be gradate in Fall 2015 with a bachelor's degree of communication design of graphic art, beside that, I develops great interest in design, advertising, photography, lifestyle, health awareness, fashion style and travel, which I think this is fit to this job position. I had some freelance experiences of graphic design, and packaging design, although, I think these are the experiences that they looking for. I have skill of Adobe Creative Suite, HTML, CSS, also I have some experiences of print and digital production which is suitable for this position. In addition, I am a highly organized and responsible person who can meet tight deadline, also I am positive person who like to work with others and learn from others, however, I can work by myself as well.