MEMO

To: Professor Ellis

From: Paul Nembhard

Date: Feb 18, 2015

Subject: Job Application Research, Graphic Designer at IBM.

Executive Summary:

       This is my application for a Graphic Design position at the company IBM. Upon finding this job posting on LinkedIn, I quickly took advantage of the opportunity. I did some research on IBM itself, and found out about their history as a company and what they do. Then I researched some more about the position itself. To me, as a budding design student, an opportunity like this will allow me to grow artistically and to build people skills and relationships.

Job Listing:

Job ID	CHQ-0715215	Job type	Full-time Regular
Work country	USA	Position type	Professional
Work city	New York, NY	Posted	16-Jan-2015
Travel	10% travel annually	Job area	Marketing & Communications
Business group	IBM CHQ	Job category	Marketing & Communications
Business unit	Marketing	Job role	Market Development & Insights Professional
		Job role skillset	General
Commissionable/Sales-Incentive jobs only	No		

Link: https://jobs3.netmedia1.com/cp/faces/job_summary?job_id=CHQ-0715215

Company Background:

IBM is a global technology and innovation company headquartered in Armonk, NY. They provide Information Technology (IT) products and services worldwide. It is the largest technology and consulting employer in the world, with more than 400,000 employees serving clients in 170 countries. The company was formerly known as Computing-Tabulating-Recording Co. and changed its name to International Business Machines Corporation in 1924. International Business Machines Corporation was founded in 1910. IBM offers a wide range of technology and consulting services; a broad portfolio of middleware for collaboration, predictive analytics, software development and systems management; and the world's most advanced servers and supercomputers. Utilizing its business consulting, technology and R&D expertise, IBM helps clients become "smarter" as the planet becomes more digitally interconnected. This includes working with organizations and governments to build systems that improve traffic congestion, availability of clean water, and the health and safety of populations. IBM invests more than $6 billion a year in R&D, just completing its 18th year of patent leadership. IBM Research has received recognition beyond any commercial technology research organization and is home to 5 Nobel Laureates, 9 US National Medals of Technology, 5 US National Medals of Science, 6 Turing Awards, and 10 Inductees in US Inventors Hall of Fame. IBM is listed on the Forbes list of most valuable brands at #5 with a Market Cap at $202.54 B. The company was behind the inventions of the PC; SABRE travel reservation system; UPC codes, Watson, the Jeopardy! - playing computing system, and much more.

Description of Position:

IBM is looking for a Graphic Designer to work with design programs like Adobe After Effects and Adobe Flash that will help to build brand identity for not only IBM but primarily for the Blue Mine Group as well. Tasks will vary from creating user-focused solutions, digital assets, and a highly compelling and consumable digital experience overall. This is a very major position, because they want a Designer that will be on the very front end of the team who will diligently lead and assist in team projects. Confidence, zeal, vigor, readiness are all the traits they are looking for, for this position. In a position like this, a Designer needs to not only come with knowledge of the work, but a true passion for the craft and loving desire to create and to finish projects. I believe that I am ready for this position in this department because I am eager to work with other designers and to guide them into becoming better designers and vice versa. My knowledge of Adobe Suit, typography, coding for web pages and banners is highly needed at IBM. I am qualified for this position and ready to reinforce my knowledge of Graphic Design so that I can become the best employee possible. My confidence level should be up to par, as well as my motivational skills. IBM is looking for strength to build its brand and other brands; this is where I come in. This would be the perfect position for me and I am excited to apply.

My Preparedness for This Position:

My work and study during college has been preparing me for positions like this. I have been taking classes on Adobe Suite programs, typographic problems, working in groups that

create branding identity for different companies. My knowledge of building image and personality is up to par and I understand how to communicate with clients to find out what they really want. Working with Apple computers introduced me to other leading programs in the market like Windows and IBM. Knowing this, I grew a keen sense of what works and what doesn't, in terms of design. My experience during the work field is quite different but relatable. Where I currently work at the moment. Antenna International at Liberty Island, I am exposed to many different people from all over the world. I am trained to communicate with different personalities, perform team tasks and balance work and craft all in one. These skills are what IBM is looking for to build their company, through effective teams.