

Industrial Designer

id@illinois.edu · 217-333-1102 · 108 Architecture · Champaign, IL 61820 · www.website.com

Design for the Planet

123 Larch Lane
Atlanta, GA 30305

Today's Date

Dear Mr. Smith,

[You can also use "Dear Sir or Madam" if you don't have a name. Don't be overly casual—or guess at someone's gender or marital status. "To whom it may concern" should be reserved for letters of recommendation.]

I am writing to apply for a summer internship in industrial design with Design for the Planet. After reading your mission statement and seeing your online portfolio, I feel my focus in human-centered, socially and environmentally conscious design dovetails with your vision of creating innovative, beautiful designs that improve users' lives and use packaging and processes with a light eco-footprint.

I was especially struck by your stackable bamboo cups. The design of the cups, the packaging, and the manufacturing showcase the kind of creativity in design and use of renewable resources for which I strive in my work. In my junior year majoring in industrial design at the University of Illinois at Urbana-Champaign, I collaborated on a project to create elegant picnicware from compressed palm leaves. After analyzing the current market and identifying opportunities, our team sketched ideas in marker and with SketchUP, then conducted iterative testing using foam and cardboard models with users to refine the concept. We branded the concept and presented the ideas using Solidworks, Photoshop, Illustrator, and InDesign. The team consisted of students majoring in business, engineering, graphic design, and industrial design.

Taking a wide range of products from concept to completion with an interdisciplinary team is one of the reasons I am so excited about the prospect of working for Design for the Planet. I would welcome the opportunity to discuss joining the talented staff at Design for the Planet and will contact you next week to follow up.

Sincerely,
Industrial Designer

[Remember to include a link to your online portfolio and name your résumé Lastname.PDF.]