

Master's degree • Design and Interaction, MA •

College: Rhine-Waal University of Applied Sciences Kamp-Lintfort

### Statement of purpose

I am pleased to introduce myself as Muhammed Jassim Jaleel, and I intend to pursue an MA in Design and Interaction from Germany. Learning Design and Interaction will provide me with the necessary abilities to negotiate complicated global design and communication landscapes and develop tactics that resonate with a varied audience. It also broadens my knowledge of digital media, crisis management, and cross-cultural communication, all of which are essential skills for directing effective campaigns in a fast changing sector. I feel I can provide adequate rationale for the course choice.

Coming to my learning, I have done tenth grade from Indian International School, Mangaf in 2016 and also did higher secondary education from Vidyodaya School, Thevakkal in 2018. I have been an individual who is inclined to the design domain and hence, I opted to learn Bachelor of Design ( Industrial and Product Design ) from the reputed University of Petroleum and Energy Studies ( UPES). I am very proud to present on two of my internships which was from The Y Brands as well as Moziac Architecture and Design as Visual Design Intern and Product Design Intern. I could elaborate on my skills and experiences through three creative works including VINDE- A thriving based case study explores the growing popularity of second - hand shopping and focusing on sustainability, Pufftoss- A chips product that emphasises strong branding and attractive packaging, Khana- a cloud kitchen user experience study that focuses on delivering high quality food at minimal cost, while utilizing minimal space. Later on, I pulled out a great career pathway as a User Interface Designer at TCS which is still being resumed.

I chose to pursue a Master's in Design and Interaction, as it aligns perfectly with my role as a User Interface Designer at Tata Consultancy Services and my background in Industrial and Product Design. Through my experience, I've recognized the increasing importance of bridging the gap between design and communication. My present responsibilities include not simply designing visually appealing interfaces, but also ensuring that they communicate successfully with a wide range of audiences. I frequently face instances in which a stronger foundation in communication methods would improve my engagement with marketing teams, allowing me to develop messages that appeal across several markets.

For instance, while working on a project for a global client, I realised that design choices alone were insufficient to reliably transmit the brand's message across multiple cultural contexts. This helped me recognise how important strategic communication is, in addition to design. The Design and Interaction program will help me improve my abilities to incorporate communication ideas into my design work, allowing me to contribute more effectively to projects requiring both creative and strategic insights. It will also prepare me to lead communication efforts in the future, ensuring that the designs I create are consistent with bigger goals and media trends.

The Master's program in Design and Interaction offers significant advantages by combining design theory with practical skills in interaction and technology. It provides a thorough understanding of advanced design concepts, human-computer interaction, and digital ethics, preparing students to create and manage user-centred initiatives in a global setting. The program emphasises practical applications through courses such as Creative Computing and Workshop, Thesis Development, and elective modules that provide specialised expertise customised to individual aims. This curriculum prepares students to face the complex difficulties of digital and interactive settings, focussing on responding to evolving trends and ethical considerations. This learning will provide me with vital insights into the changing digital ecosystem, allowing me to ensure that my designs are in line with user needs, cultural contexts, and technology improvements.

I chose Germany for the program in Design and Interaction because of its global reputation for academic excellence and innovation. Germany is home to some of the world's leading universities and offers a high-quality education system that integrates practical experience with theoretical knowledge. The country is also a hub for international business and media, providing exposure to diverse industries and cultures, which is essential for someone aiming to excel in Design and Interaction on a global scale. The country's emphasis on research and development, coupled together with its growing design and media landscape will grant me the opportunity to explore new strategies, technologies, and practices in design communication and interaction. The program's focus on international perspectives and hands-on approach, aligns perfectly with my career aspirations, equipping me with the skills to manage global media campaigns and creative design strategies effectively. The country's strong economy and its central role in European business make it an ideal place to gain experience and develop a career in this field.

I chose Rhine-Waal University of Applied Sciences in Kamp-Lintfort for its strong emphasis on practical learning and industry connections within the Design and Interaction program. The university's close ties with the design and technology sectors provide valuable real-world experience, while its international focus allows me to develop a cross-cultural perspective alongside peers from diverse backgrounds.

Rhine-Waal's small class sizes and experienced faculty offer a personalized learning experience, with modern facilities enhancing hands-on practice in areas like Advanced Design, Digital Culture and Ethics, and specialized workshops. Additionally, elective courses allow me to customize my learning path to align with my specific career goals. Located in a vibrant part of Germany, the university's proximity to major business hubs supports networking and career development, making it an ideal choice for my professional growth in the field of design and interaction.

After completing my Master's in Design and Interaction, I plan to return to India and pursue roles such as User Experience Lead, Interaction Designer, or Digital Product Strategist. I aspire to join leading companies like Tata Group, Reliance Industries, or global firms like Unilever and Nestlé, where I can apply the skills I have acquired to develop intuitive, impactful digital solutions and strategies. My work would involve shaping user-centered designs, crafting seamless interactions, and driving digital strategies that resonate with audiences both in India and internationally. In the

long term, I aim to advance into roles such as Head of Design or Chief Design Officer (CDO), where I can lead innovative projects that bridge design and business strategy to enhance user engagement and foster sustainable growth. By joining established industry leaders or agile startups, I intend to drive meaningful, culturally relevant design initiatives that support business development and elevate the user experience.

I believe that I have given an idea on my academic, academic intentions as well as the professional goals which I will pertain in life. Through this statement of purpose, I am very confident of my academic and professional goals and I can assure you that I will be a credible candidate for my future in India. As someone who largely appreciates the evolution as well as changes happening in the media side, the learning of Design and Interaction will surely give me a pitch in the Indian media - where I wish to get privileged upon. Thanks in advance.

Regards,

Muhammed Jassim Jaleel.