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To: Senior Creative Recruiter
Re: **Concept / Industrial Designer** at your disposal

Dear Talent Scout,

In general support of consideration to **SENIOR CREATIVE** and **ASSOCIATE DIRECTOR** level opportunities, here are three key attributes I am ready to deliver immediately. . .

CROSS-DISCIPLINE CREATIVE Calling on a range of skills and abilities from traditional studio art-making practices, to the most advanced analog and digital technologies, I am unusually suited for **creating paradigm-altering solutions** to the ever increasing complexity of today's design challenges. Every position held in my varied career unifies the drive to simultaneously negotiate both technology and creativity. I straddle the dialectics of the material and the virtual; analog and digital; human and machine; conceptual and practical. Favoring no medium, **I think with my hands and build with my mind.**



My creative responses are generated from a hybrid of logical as well as intuitive perspectives; rational as well as emotional responses; with an emphasis on elegant, holistic, and insightful conclusions drawn from a multitude of interests.

A generalist by nature, a maker by blood, I am the conceptualist with the technology background, academic foundation, cross-disciplinary experience, and hand-skills necessary for **bringing the most sophisticated ideas into reality.**

STORYTELLER My inclination toward story-telling is demonstrated by a drive to document the creative process with notes, sketches, photographs, compiled into a video presentation and scored with an original soundtrack. The forethought to collect caches of media, coupled with my academic experience and comfort with public speaking, has proven effective when selling ideas.



Through the use of suggested ambience, selective focus, and high contrast, **I guide my audience to a time/place intersection.** Employing either a fixed narrative like a branded experience, or an open narrative like that of a multi-sensory installation, my work demonstrates an understated, even restrained drama. In my work creating branded messaging, I am particularly effective at bringing multi-layered, multi-sensory **concepts to life for products, environments, and experiences.**

PRODUCER For twelve years, my work with world class brands has often required I bridge gaps between internal and external partners. An adventurous and seasoned business owner, I'm inclined to make bold, but calculated leaps. I've sustained my business successfully through economic turbulence by embodying the roles of captain, helmsman, navigator, mechanic, deck-hand - at times separately, but more often collectively. I can direct as well as produce by **building strong operational bridges**, and by insisting on the *win-win-win* perspective at all times.



The win-win-win solution is arrived at through a broad understanding of variables and needs. Having run a series of small businesses for 20 years, I am acutely sensitive to what makes good business sense, not just what makes good design. It is this experience that will lead to creating and contributing to cohesive, highly motivated, functional teams.

Each day brings about new opportunities to evolve my life-long engagement with cutting edge design coupled with a passion for human-centered solutions; nearly **30 years of professional experience** engaging a broad spectrum of capabilities.

Through in-person interviews, I hope to demonstrate my enthusiasm, further establish my qualifications, and ultimately be selected to contribute a wealth of experience and capability to the creation of a brighter future.

Sincerely,

MØ Morales