

2014/15 Worldstudio AIGA Scholarships

The Rebecca Marco Award

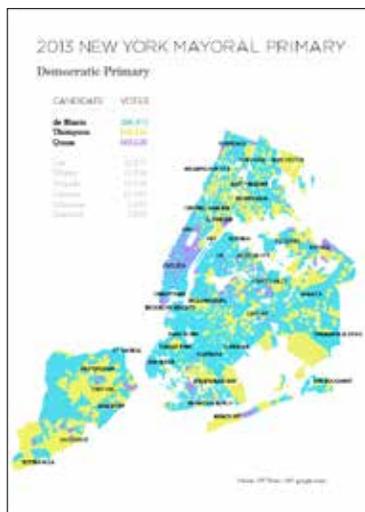


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One of the things I'll always remember about my father is that he stressed the importance of giving back to the community. It's a principle that I really took to heart, so when he passed away I decided to donate \$35/month to sponsor a child in his honor, a little boy who shared the same birthday as my dad. Unfortunately, I was quickly disillusioned when I discovered that the child was only receiving a fraction of my funds (most of it actually went towards administrative costs). I realized that if I truly wanted to make a difference, simply donating money wasn't going to cut it—I was going to have to become personally invested.

In 2012, I created a meetup group called VolunteerNYC to bring people together who share a common goal of giving back to the community. Soon after, I was approached by the Rosa Vera Fund (RVF), a medical, social and educational NPO that provides aid to children. They wanted me to help increase their exposure through social media. I helped create and launch their very first newsletter campaign to raise money. My experience with my meetup group and RVF has been invaluable and tremendously fulfilling, and the direct impact I have made has inspired me to continue giving back to those in need.

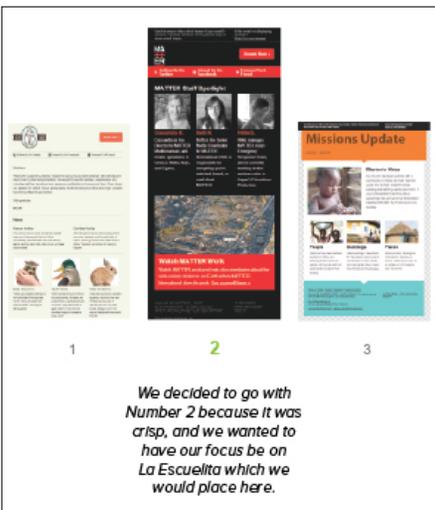




My father’s passing also inspired me to go back to my roots. Although I spoke Chinese at home, I never felt a strong connection to the Chinese community growing up. My family immigrated to the U.S. when I was just three, and I was encouraged to assimilate into American culture. By including East Asian Studies as part of my college curriculum, I was able to enrich my understanding of the Chinese language and culture and to learn about my heritage. For the first time in my life, I felt close to my community.



I fell in love with technology and design unexpectedly. Two years ago, I enrolled in a continuing education class in design just for fun, and I haven’t looked back since. While the learning curve has been steep, it has been a transformational period. I went from being afraid to even sketch, to diving into D3/Javascript/CSS/HTML. I almost can’t believe how far I’ve come. I have developed a real passion for technology and design, and I will dedicate my time becoming the best and most well-rounded designer possible.



I truly believe that technology and design have widespread applications, and we’ve only just begun to scratch the surface. While there are countless examples of the influence in the entertainment industry, not nearly enough is being done to help solve the various social, humanitarian and environmental challenges that we face. I plan to utilize the skills that I develop to apply them towards the non-profit sector, an area that can really benefit from some fresh inspiration. My goal upon graduation is to be someone who builds things in order to solve real-world problems, and this scholarship will help me achieve that goal.

