

Introduction

Hello, my name is Judy Zhen. I am currently a third year student attending University of California, Davis. I am majoring in Design with an emphasis in graphics and minoring in Chinese. I am interested in a summer internship for Seagate Technology in Cupertino. Their Cupertino headquarters is looking for a design student who is still currently enrolled in school who want to expand their design knowledge through designing their technology products marketing and advertising. In this investigative report, I have researched and summarized Seagate's company profile and internship description, and I also included how I would deal with the rhetorical situation. I have also included my resume and cover letter that is specific for this internship.

Company Profile

Seagate Technology PLC, or also known more as Seagate, was incorporated in 1978. The original company was in Dublin, Ireland, but they established a headquarter in Cupertino, California in 2000. The founders for Seagate are Alan Shugart, Tom Mitchell, Doug Mahon, Finis Conner and Syed Iftikar. This corporation specializes in data storage hardware, software and services, and has over fifty thousand employees in over twenty two locations.

There are several products and services that Seagate offers, through extensive research. On their website, they offer products for personal and business use. Some of their products include desktop, laptop, mac, portable, and home storage as well as software and mobile apps and gaming devices. Their business section offers a variety of network attached and flash storage, high performance computing, and internal hard drives. Their services include data recovery, backup, and cloud system solutions. They are partnered with Supermicro, VMware, Infotrend, DataCore, StackVelocity, Micron, Cirrus Data, Microsoft, UTSA, Dell, Red Hat, SDSC and Oracle. These companies has helped Seagate technology produce many products and solved many solutions.

The employee reviews from Glassdoor and Indeed have different opinions on the corporation. As for the working environment, some say it is decent, while others think it's great. They mentioned about a lot of opportunities to learn, but do not see a lot of career growth opportunities as they often see many others getting laid off. There are also other opinions about how working here is stable and interesting at time, but there are also other times when it gets boring because of how the corporation as a whole is old and reacts slower than other companies and corporations in the market. Benefits and bonuses given to employees are also at a minimum. There is a review from someone who worked as a summer intern in 2013 and they enjoyed their experience there due to kind coworkers and manager, worked with the new technology, and obtained new skills.

Job Profile

The Seagate company in Cupertino, California is offering a summer internship for enrolled college students of 2016. They are looking for a student who will assist in the design, user experience and storytelling for their company through design consistency and brand identity. Design consistency and brand identity is important because it is the face of the company and is what gives others the impression of their company.

Since this is an internship opened to enrolled students that are pursuing a BA/BS degree in graphics or visual design, there are several qualifications such as having experience in Adobe

Creative Suite 6, Microsoft Suite, and HTML/CSS. The general skills needed are having project management, organization and communication skills, being able to work independently or in groups and being able to handle multiple projects. These universal skills are needed for almost all internships and jobs.

During the internship, the intern will be designing online campaign materials, online design elements, and product launch materials. These may include designing banners, flyers or ads for new products that the company is releasing. The intern will also be responsible for the organization of the product photography library, marketing and sales collateral layout and production, and assisting in photography and product image preparation.

Throughout the internship, the intern will obtain new skills as well as refining ones he/she already has. There is also a possibility that there will be a job offer once the student graduates. Being that this internship is in Cupertino, it is a long drive from Davis, so the intern is responsible for providing his/her own ride.

Rhetorical Situation

In order to have a resume and cover letter that presents me as an attractive candidate for Seagate, I should emphasize on the qualifications, experiences and achievements that are specific to the kind of job or internship I am looking for. In this case, since it is a graphic design internship, I should emphasize the skills for the programs I know how to use, like the Adobe Creative Suite, as well as other skills that are also related to individual and group work.

For me, the challenges I have to face are my lack of experience and achievements. Ever since coming to college, I never thought about getting a job or internship until my third year. The only experiences I have are the ones from taking classes here at Davis. I can overcome these challenges by having a confident resume, cover letter and interview. Instead of not listing anything under my experiences, I can list the experience I've received from classes and the times I was involved in graphic design in the organizations I am in.

An ideal employee for the position would be someone who is experienced with the Adobe Creative Suite as well as having knowledge in other basic graphic design skills. The employee would also need to be able to work under time constraints without having to worry about the amount of work they are given. There are also general skills, such as communication, that they must have. I will list all the facts about myself including my strengths and weaknesses. I will also list the experiences I've had from classes and organization. I will list the skills I have and may also let them know my proficiency level on them.

For the cover letter, it should be something used to assist the information I provided in my resume. It should be more specific about the job or internship I'm applying for. I feel like it should include the job, how I learned about it, why I am qualified, what I can offer and thank them for considering me.

JUDY ZHEN

GRAPHIC DESIGNER



Davis & Los Angeles Area



(XXX) XXX XXXX



xxxxx@ucdavis.edu

EDUCATION

UC DAVIS | June 2017
B.A. Design, emphasis: graphic
Chinese minor

SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Microsoft Office
HTML 5 / CSS 3
Processing 2.0
Python
Windows
Newsletter Layout

LANGUAGES

English
Cantonese
Mandarin
Intermediate

ABOUT ME

Hi, my name is Judy, and I am currently a third-year UC Davis student with a major in Design and minor in Chinese. I am personable, responsible, organized, diligent, and a quick learner. I am always looking forward to learning new skills and improving on what I already know.

EXPERIENCE

January 2016 - March 2016

Teacher's Assistant | DES 117 - Interactive Media I | UC Davis

- Assisted Professor John Driscoll with lecture slide presentations and performed live demonstrations of lecture concepts
- Helped students with html/css coding in person and through e-mail
- Held lab hours outside of class for students who needed coding help for assignments and projects

November 2015 - January 2016

Newsletter Chair | Alpha Phi Omega | UC Davis

- Designed and uploaded bi-weekly newsletters informing current brothers about past chapter events through the perspectives of interviewed brothers
- Arranged text and images for a large audience by organizing information with use of text hierarchy

February 2015 - May 2015

Corresponding Secretary | Alpha Phi Omega | UC Davis

- Coordinated several fellowship events with chapters from other schools to strengthen inter-chapter relationships
- Organized penpal project with the chapter from UC Irvine
- Demonstrated leadership by leading part of the weekly chapter meetings
- Led a public relations committee in promoting communication between our brothers and inter-chapter brothers through fellowship events

November 2014 - January 2015

Pledge Historian | Alpha Phi Omega | UC Davis

- Documented chapter activities, such as service, fellowship and special events through photography
- Contributed in designing the scrapbook for the Fall 2014 term
- Designed flyers for fundraising events

Judy Zhen

Davis, CA 95618 | xxxxx@ucdavis.edu | (XXX) XXX - XXXX

June 6, 2016

Mr. Stephen J. Luczo
Seagate Technology LLC
10200 S De Anza Blvd.
Cupertino, CA 95014

Dear Mr. Luczo,

As a member of the graphic design club, I am offered many internships and job opportunities, and this internship stood out to me. This internship stood out to me because I grew up interested in technology and would love to learn more through your company. I am interested in the summer intern position for Visual Production Design and believe that I have the skills and qualifications necessary to be the best candidate for this.

I am interested in expanding my graphic design knowledge and skills through this internship. I have been involved with several graphics projects, both freelance and school related, since high school. From creating school flyers and t-shirts to designing my own graphic standard for my product design, I have experience in all kinds of graphic design. I am able to design and create graphic visuals that are used for campaigns, product launches, photography and online elements. I have extensive knowledge of Adobe Illustrator, Photoshop, and InDesign. In addition, I am also proficient in HTML 5 and CSS 3 in creating responsive web designs.

I can work independently and in large groups. I also have obtained leadership and communication skills through many positions in Alpha Phi Omega, a national co-ed service fraternity. These positions include Pledge Historian, Corresponding Secretary, and Newsletter Chair. As Pledge Historian, I was responsible for taking photographs of several events, activities, and services. As for Corresponding Secretary, it was my responsibility to be in contact with other colleges of the same fraternity, organize several fellowships and assist in creating new connections and friendships within the two chapters. The responsibilities as the Newsletter Chair included interviewing pledges and members of the fraternity and designing and publishing bi-weekly newsletters featuring the most popular event or service activity of the time. I also have the experience of being a teacher's assistant for a web design class.

I appreciate your consideration and the time you have taken to review my skills and qualifications. I look forward to the possibility of interviewing with you in the near future.

Sincerely,



Judy Zhen