



INTERNSHIP *Spotlight*

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TELL US ABOUT YOUR INTERNSHIP.

During my internship at the Ntouch Group, I was fortunate enough to be designing work for clients like the Woodhouse Day Spa and Flash Delivery, as well as several non-profit organizations and the company itself. I created marketing materials, redesigned logos and websites, and assisted in planning marketing efforts.

WHAT WAS THE MOST MEMORABLE EXPERIENCE DURING YOUR INTERNSHIP?

The most memorable experience was designing the logo for the Kaleidoscope of Culture Foundation. I started from scratch in creating this organization's image, including designing all their promotional materials (business cards and letterhead) and their website.

WHY DO YOU THINK THE EMPLOYER CHOSE YOU?

The employer chose me because my portfolio website was presented very professionally, and the content in it fit the style and quality of the company's clients' work.

WHAT CAREER ADVICE WOULD YOU GIVE OTHER STUDENTS?

Reach out to your network, especially advisors and professors, when searching for an internship. I applied to at least a hundred internships through online websites, and none of them panned out. My advisor was an integral part of securing the first meeting for my internship.

WHY DID YOU CHOOSE YOUR MAJOR?

I chose my major because I had always loved design; even at 10 years old I was designing flyers and business cards for my father's business. I chose to add marketing as a second major since it would fit nicely with the graphic design major. Marketing is the creative side of business, and graphic design is the business side of art.



To learn more about internship opportunities, contact the Career Services Office
Room 1411 Main Academic Building ▪ 734-432-5623 ▪ careerservices@madonna.edu