

E A T
S L E E P
W O R K

December 10, 2014

Dr. Chui L. Tsang
Superintendent and President
Santa Monica College
1900 Pico Boulevard
Santa Monica, CA 90405

Dear Dr. Tsang,

I am pleased to hear that you are considering offering a baccalaureate degree in Interaction Design at Santa Monica College. When I started Eat.Sleep.Work. in 2005, I was motivated by the exciting and constantly evolving landscape of the digital world. Today, that landscape is marked by the proliferation of intelligently designed platforms across a vast variety of industrial sectors. The current demand for experienced interaction designers to help create such robust and diverse platforms is at an all-time high, yet there are far too few to meet the need.

We believe that a baccalaureate level of education is necessary to adequately prepare students for jobs in this area of interplay amongst design, user experience, and technology. And most appealing about the availability of such a curriculum is its ability to reach out and to appeal to a broad student base with a range of skillsets. I support your proposal with enthusiasm and look forward to meeting your graduates as soon as possible!

With regards,



Jonathan Wang,
President, Eat.Sleep.Work., Inc.