December 3, 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. The technology and design sectors are experiencing a profound need for more individuals with expertise in this area. A baccalaureate level of education will not only prepare students for jobs in this area of interplay amongst design, user experience, and technology, it will give the students a marked advantage when applying for those jobs.

Due to my role as the Lead Instructor for UX Design, as well as my role as a UX hiring manager, I have first-hand experience with the growing* need for skilled talent in UX.

I am also a graduate of SMC's certification program in Graphic Design and Web Design. I moved from Orange County to specifically attend SMC because of the quality of the program's offerings. I finished the two-year program in 1½ years and on the Dean's List.

My rapid success in the tech industry is largely due to SMC's talented faculty and relevant course material. I have hired designers that attended SMC because I knew first-hand that the quality of education at SMC had them well prepared. I can only imagine how amazing the skill sets will be of the students coming out of the 4-year Interaction Design program at SMC. I am sure many people would re-locate for this opportunity, as there are very few educational opportunities, at this time, for a 4-year degree in Interaction Design.

I support your proposal with enthusiasm and look forward to meeting your graduates as soon as possible!

With regards,

Jill L. DaSilva
Lead Instructor, UX Design Immersive, General Assembly
Head of UX Strategy, Co-Founder, Digital Karma

*Documented research from an industry leader, Jared Spool, speaking to the growing need of UX designers:

> "Right now, in the US, there are– including this– about 25,000 open positions for UX designers. That number is not getting smaller. It's getting bigger. And we are just not creating enough designers fast enough to meet that demand. And this is huge."
> *Source: http://www.uie.com/brainsparks/2014/11/21/jared-spool-how-do-we-design-designers-live/*