

REET AGRAWAL | SPOTIFY PRODUCT DESIGN INTERN

For inspiration, I often listen to Pink Floyd. What does this have to do with the Product Design Intern role at Spotify? Only everything. Spotify helps millions of users like me find inspiration, fun, pleasure and more by connecting them to their favorite artists. A defining moment for when I started caring about this mission was [the time I used Spotify's API to build a playlist generator](#).

When using Spotify's API to create a platform for generating collaborative playlists based on multiple users' interests, I was involved in the entire prototyping process: from ideation to user testing. I leveraged my psychology experience by conducting user research and A/B version testing that helped us pick a design that was 60% more impactful for users. Utilizing my technical skills, I was able to design for both feasibility and usability at once while testing prototypes on the go. I built a front-end consistent with Spotify's branding and set up systems for user authentication and playing music. Ultimately, I was able to communicate with developers on my team because we could speak the same language and deliver an experience that was relevant and delightful. Spotify Design also reconciles the human-centered design process with technology: "as designers we should use Machine Learning as a tool to help address existing user needs in more efficient ways." With my degree's focus being AI/ML and Design, I couldn't agree more with this sentiment. As an IDEO CoLab Fellow, I've faced similar challenges (like time zone differences and unexpected distractions) as Spotify Designers Ben Dendrick and Simon Child did when trying to lead remote design sprints. Like them, I can now emphasize the importance of overcommunication, momentum, and structure as skills that are just as relevant as Figma or AdobeXD.

In addition to my skills as a designer, I would be the right fit as a product design intern at Spotify because at the (en)core, my value system matches that of Spotify's. I value collaboration above all— like the time I had to work in a team of 20 to build an escape room. My explorations in animation and game design accentuate my ability to be playful, along with the delight I seek to create through motion design. Passion and sincerity are integral to both my work and myself as a person, as can be seen through my investment in design education and advocacy as a teaching assistant for UI/UX at Brown and a leader for Design@Brown. And finally, innovation is what drives the rest of these values. I iterate, because like Spotify, failing fast and failing often is what I believe takes us forward. I don't get married to designs and my artistic background has taught me to take feedback constructively, as I see critique as a form of care for the product— improving which is ultimately my goal.

I want to join Spotify because I believe I have the skills to contribute to its mission in a meaningful manner. I know Spotify will be a place with ample room for growth and where my ideas and creativity will be given a space—like Amanda Lasnik's election campaign idea was—that helps people bring out the best in themselves, one beat at a time. There's no other band whose garage I'd rather jam in.