

To the talent acquisition team of 88rising:

My name is Hinna Raja and I'm contacting you in regards to your open position as a creative for your team.

Originally, I planned to go about this cover letter explaining how my primary strength as a professional creator is based in my love for the avant garde, alternative culture, unconventional design, and experimental processes. I planned to talk about how my personal interests have been formed side by side with the progression of hip hop/ pop culture, counterculture trends, street fashion and entertainment; how my life dedication to the arts, my split blue and purple hair, tattoos and piercings were inspired entirely by contemporary artists, music groups and video game characters I've revered since as far back as I can remember-- but all of your applicants' cover letters will read like that. Instead, I decided to take a different route to explain how my dedication to my work has sincerely become an extension of my psyche.

Little background on myself; I'm an award-winning/ published professional creative **proudly self-taught** within the realm of creative production and design. With this comes a humble beginning that forced me to make it work *without* direction, tools, or mentors readily available to use to my disposal. Why is this a strength? **Being self-taught forced me to allow influence to become my professor, forced me to operate on bloodthirsty passion.** I didn't refine my creative vision sitting in a classroom; I did it during months without sleep after listening to Virgil Abloh's commencement speech at the Harvard Graduate School of Design. BRTHR's production of Travis Scott's *Goosebumps* music video amounted to a years' worth of nights exclusively spent teaching myself how to go above and beyond with my visual edits. Mura Masa's *What If I Go?* music video introduced me to a whole new world of experimentation with 3D film photography. Being self-taught allowed me the freedom to create outside the confines of conventional creative processes, to pick up quickly on trends and master them before the rest of the world had a chance to. Being self-taught allowed me the freedom to experiment, to develop an entirely unique body of work, and to consistently set new precedents for the way I challenge myself. My professional achievements and diverse portfolio illustrate how being self-taught has never been, and will never be, a weakness of mine; on the contrary, it is one of my greatest strengths. Being educated on industry standards is an easy task--but sincerely operating on a creed of true artistic vision is something that can never be learned from a textbook.

I grew up with this industry, and as the industry itself matured, it formed more and more of not only who I am as a creative, but as a person. It is in this way that my work has become an extension of my own self: my mind has become an everlasting and incessant fever dream brainstorming new (and probably slightly insane) ideas I won't stop at until they become a reality. I live and breathe visual storytelling, creation and design. The realm of film and design is not a job to me; it is my passion. It is my life. I bleed for what I care about.

Thank you for your time. Enclosed I have my resume and contact information for your review. Please don't hesitate to contact me with any questions or to set up a time to speak further.

Respectfully,

Hinna Raja

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