Pratt School of Information

UX Design and Innovation Fellowship
at Brooklyn Museum

Fellowship Application
2024-2025

Fellowship information

The Brooklyn Museum UX Design and Innovation Fellowship offers aspiring UX professionals a unique opportunity to make a significant impact in the cultural sector during an exciting time of transformation. In 2024, the museum will be rolling out a new visual identity, CMS, and website, along with engaging content initiatives focused on upcoming exhibitions and the museum's 200th anniversary. Interns will have the chance to spearhead a project from conception to completion, contributing directly to the museum's mission of enhancing accessibility and engagement through digital innovation while improving the visitor experience, both online and in-person.

Interns will choose between two focus areas:
- **Content Strategy & Information Architecture:**
    - Refine the content strategy and information architecture for the museum's new website, focusing on improving content discoverability, organization, and user engagement
    - Apply knowledge of content strategy principles, information architecture, SEO best practices, and metadata standards while collaborating with various museum departments
- **Accessibility & User Inclusion**:
    - Conduct ongoing accessibility evaluations of the museum's newly launched website and digital platforms, identifying areas for improvement based on user feedback and usage patterns
    - Develop and implement recommendations for enhancing inclusivity and accessibility throughout the internship

In both focus areas, interns will work closely with their museum mentor to define a project that aligns with the museum's needs and priorities, drafting a proposal outlining objectives, methodologies, and timeline. They will execute their project plan, applying UX design and research skills to develop solutions while maintaining clear documentation. Upon completion, interns will present their work to museum staff and stakeholders, highlighting the project's objectives, process, challenges, and outcomes.

The fellowship recipient will commit for 8 hours/week (120 hours/semester for the fall 2024 and spring 2025 semesters; 30 weeks total from September 2024-May 2025). This fellowship includes a

scholarship in the amount of $7,730 that will be divided equally between the fall 2024 and spring 2025 semesters. The successful applicant must take at least 6 credits in both the fall 2024 and spring 2025 semesters.

Please note that continuing the fellowship through spring 2025 is contingent upon review of the fall 2024 semester. The fellowship recipient will be selected by staff at the Brooklyn Museum following an initial review by SI staff. Official notification will be made by late May 2024.

Please contact the SI Office with questions about the fellowship and/or application process.

Eligibility

To be eligible for consideration, an applicant must:
- Be enrolled in the MS Information Experience Design program and have a graduation date no earlier than spring 2025
- Have completed INFO 643 Information Architecture and Interaction Design and INFO 644 Usability Theory & Practice
- Applicants should have a strong portfolio demonstrating UX design skills and experience, as well as a keen interest in applying these skills to enhance the museum's digital presence and visitor engagement

Application submission & deadline

To apply, send the following as one .pdf file to qlai@pratt.edu
- Completed Applicant Information Sheet (see section below)
- Resume/CV
- Statement of purpose (1-2 pages explaining why you're applying for the fellowship and what you hope to gain from the experience, etc.).

The deadline is 5pm EST on Monday, April 29, 2024.

Applicant Information

Name:

Pratt ID:

Email:

Telephone:

Statement of Accuracy

I hereby affirm that all the above stated information provided by me is true and correct to the best of my knowledge.

Application signature   Date