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M.A. in Professional Writing, 2013

Ally Bank, Information Architect

How did the M.A. in Professional Writing program help you prepare for the work you are currently doing?

I discovered User Experience Design and Information Architecture through the MAPW web design and Planning and Testing Documents courses. The web design course made me fall in love with UX practice and all of the courses I've taken have given me a solid understanding of how to create excellent design excellent content and interface experiences, as well as how to present and sell my work to stakeholders from all different parts of an operation. A few of the books I read during my coursework are still in frequent rotation during my daily tasks, and the courses I took have given me a foundation for talking to everyone I collaborate with in their own languages.

Is there anything you think current or prospective students should know about the MAPW program that's not immediately apparent?

The MAPW program is what you make it. With such a flexible course selection, you can really cater the program to work for you and your goals. Take advantage of courses that may give you soft skills that you'll need as you start working towards your career, but also challenge yourself to take some of the more complicated, challenging courses with hard skills involved. The MAPW program gives you the tools you need to learn how to communicate effectively, in all areas of expertise. Always look to expand your horizons through the coursework and try out classes in other schools to learn how to apply what you've learned in the MAPW program to other courses and scenarios. You'll walk out of the program with a robust toolset and resources to succeed in whichever career path or paths you fall in love with along the way.