

F.Y. Eye Internship Reflection

This summer I've had the pleasure of working for F.Y. Eye as a Social Impact Graphic Design and Digital Marketing Intern. During my internship, I designed public service announcements, created social media assets, collaborated with partner nonprofits, and researched organizations for future partnerships.

The first PSA I designed as part of my work for F.Y. Eye focused on how to properly record videos when witnessing police activity. This PSA was critically important because its purpose was to inform Black Lives Matter protesters about how they could share information and—in a sense—keep themselves safe. This design, and all of the work F.Y. Eye does, is essential for New Yorkers and I have been very proud to be part of this team.

The COVID-19 pandemic also offered an opportunity in which there was a significant need for information. I was able to design PSAs and social media assets about correctly wearing a mask, using pandemic EBT, and safely accessing food pantries. It was empowering work and felt rewarding to find ways to share key information with the communities that need it.

The internship also provided an insight into the many organizations and nonprofits that are doing vital work for our city. Each time I was part of a call or video chat with one of these organizations I felt grateful for the countless people who are making efforts to better this city and its residents. I've learned so much from this internship with F.Y. Eye. Each project advanced my communication skills, taught me how to be more inclusive with my design work, and helped me to better understand the work of F.Y. Eye and other New York-based nonprofits. This experience has been truly valuable, and I hope to continue to work with F.Y. Eye in the future.