



# USEN ESIET

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**BRAND STRATEGIST. CREATIVE CATALYST.**  
**New York**

Linkedin: [www.linkedin.com/in/usenesiet](http://www.linkedin.com/in/usenesiet)

**A**s a recent graduate currently seeking opportunities to work within a creative, collaborative and cross-functional environment where I can help bring bold ideas to life for global brands, I make sure to take advantage of any opportunities to leverage the creative thinking and problem-solving skills learned throughout the course to help meet my professional goals.

Most recently, while applying to an opportunity at one of the world's largest public relations firms, I was once again inspired by the visual self-presentation project during the creative thinking and problem-solving course. Subsequently to further demonstrate my creative thinking and problem solving skills, as well as my competence as a digital practitioner, I created a dynamic digital presentation, which I delivered during my interview. You can view this presentation in its entirety here:

<http://projegt.com/usenisdigital/usen-is-digital/d-digital/>

This experience was a firsthand lesson of the power of breakthrough thinking. As George Lois says, "Creativity can solve almost any problem. The creative act, the defeat of habit by originality, overcomes everything."



## *Key Insights*

### **1. Everything begins with research.**

“Research is formalized curiosity. It is poking and prying with a purpose.” – Zora Neale Hurston

Research often has negative connotations and tends to be deemed mundane or monotonous, but it is in fact rather critical to the creative process. In particular, research primarily serves two purposes: it provides you with a context to work within, otherwise known as a creative brief, and it enables you to uncover key insights that can help bring your ideas to life in meaningful ways.

### **2. Limitations fuel creativity.**

“As an artist you reach your peak of creativity albeit singing or acting when you develop the greatest freedom within very strict boundaries.” – Jasmin Tabatabai

The ability to create a solution to a problem while operating within very strict boundaries requires a certain aptitude; one that discovers opportunities within the problem, and subsequently leverages these opportunities to deliver groundbreaking ideas or solutions. This aptitude is known simply as creative thinking. This may also serve as an explanation for why creative thinking is inseparable from problem solving; both work hand in hand, each one serving as a catalyst for the other to spur on the creative process.

### **3. Respect the process.**

“Let the mind go and everything else will follow.” – Dave Swift

The mind is a repository for ideas, information and experiences. However, we often fail to realize that in order to leverage or maximize its full capabilities we simply need to let it go to work. Taking notes and keeping a journal can certainly help jog your memory, but don't underestimate the power of the mind to impulsively create connections and spark new ideas. Sometimes you just have to acquiesce to the creative process and let an idea slowly come to you, as opposed to desperately searching for it.