

LEAVING REFERENCE LETTER

Mr. **Ricardo Gerstl**, born on April 15, 1991, was employed by our company from September 1, 2020 until August 15, 2022.

Mr. Gerstl worked as **Global Communications User Experience and Web Integrations Specialist** in the department “Digital Communications” of the business function “Communications” within Hitachi Energy.

His field of action included the following tasks:

- Leading on user experience best practices and creating UX deliverables for our web platforms, as well as analyzing new features and capabilities through the lens of user needs, business impact and engineering feasibility
- Project Management of initiatives that improve the user experience of both the Hitachi Energy’s website and intranet, involved in the user research, requirements gathering and ideation workshops, prioritization, proposal design and definition, execution, and maintenance
- Serving as Point of Contact for Hitachi Energy’s website and intranet support within the organization, as well as establishing fluid communication channels and enabling collaboration in the company’s web community
- Involved in the two transitions of global content changes due to company re-branding with focus on user interface and information architecture changes for visual rebranding of the company website and intranet – in 2020, ABB Power Grids became Hitachi ABB Power Grids, and in 2021 transitioned into Hitachi Energy

Outstanding successes:

- Creation of a new visual system for Hitachi Energy’s website and intranet interactive elements and improving the visual affordance and learnability of navigation elements, providing a higher efficiency for users to get to the desired content, reducing the error rate and enhancing the navigation recovery rate. Insights were collected and analyzed with user behavior tools.
- Definition and implementation of new page templates: More than 25-page templates were created in collaboration with Content Stakeholders for both Hitachi Energy’s website and intranet. This project reduced the resources necessary to create new pages and improve the website’s user experience by establishing visual and layout consistency across pages of the same type.
- Production of E-learning videos and Content Management System (CMS) written materials: The creation of didactic material allowed a scalable knowledge transfer that empowered CMS Editors and reduced the number direct requests to the Web team.
- Streamlined the CMS Editor lifecycle: Onboarding, roles and permissions, governance, continuous learning and offboarding. This improved the quality of page creation, scaled support, and provided transparency regarding CMS usage and content responsibilities.
- Rebuilt Hitachi Energy’s Case Studies assortment: Through the collection of relevant content, restructuring and rebuilding of pages, a new tagging system, and enhancement of the Case Study sorting and filtering component. Case Studies can now be effortlessly browsed by clients and easily created and maintained by CMS Editors.

Mr. Gerstl possesses good specialist knowledge and experience in his area of responsibility. He made optimum use of his wide-ranging knowledge and provided good work results. Thanks to his consistent method of working, he maintained high standards of quality.

Furthermore, Mr. Gerstl possesses good organizational skills, planned tasks in order of priority and possesses good analytical skills and the ability to approach decisions pragmatically.

He played an active role in the team, contributed to a pleasant working atmosphere, and encouraged cooperation. He mediated with diplomacy and empathy between differing opinions. His behavior towards supervisors was at all times impeccable, pleasant, and facilitated constructive cooperation. In addition, he always took responsibility for his actions and determined the available options with regard to work and planned for further action with care.

Service commitment was of high priority for him; Mr. Gerstl took the concerns of internal and external customers seriously at all times and was professional in responding to their needs while keeping the company's objectives in mind. He was open to new developments and assisted with changes. Mr. Gerstl contributed valuable suggestions for improvement and was committed to their implementation.

Moreover, Mr. Gerstl was a loyal employee who acted with integrity, identified with our business goals and always worked in the interests of the company. He kept others regularly and suitably informed regarding his own area of activity, passed on important information to the team as well as the relevant contact persons and involved others in difficult issues in due time. We appreciated him as an open, understanding employee with a natural and genuine demeanor. When faced with different views, he demonstrated exemplary tolerance and promotes intercultural cooperation.

Additionally, Mr. Gerstl recognized the concerns and expectations of the various stakeholders and developed needs-based solutions for them. He was always open to feedback and dealt with it constructively. Mr. Gerstl possesses extremely fluent verbal and written communication skills and conveyed information with appropriate focus on the target audience. He was a good listener and was capable of adopting different perspectives and presenting objective arguments.


Mr. Gerstl is leaving our company on his own request. We thank him for his strong commitment as well as his good performance and wish him every success and all the very best.

Zurich, August 15, 2022

Hitachi Energy Switzerland Ltd



Javier Rodriguez Ramos
Head of Digital Communications



Roman Haas
HR Operations Front Office Lead for Cluster Switzerland

Hitachi Energy Switzerland Ltd is committed to uncoded reference letters.