

Letter of recommendation

03/11/2015

Dear Hiring Manager,

I am writing to recommend Ricardo Gerstl for the position of UX Consultant at Appway. I have the pleasure of working directly with Ricardo during this present time as a Lead Developer at Media Frontier. I work alongside Ricardo as a Senior Designer at Media Frontier's production team, and during that time, we worked together closely, so I fully understand his capabilities.

Getting first hired for a role as an intern with alleged qualities as a developer/designer, Ricardo got to impress me design-wise at his first weeks. Given an ambiguous briefing from an international commodity-trading company regarding the production of brochures, Ricardo managed to draft, iterate and design a product worth of a design graduate. Weeks later, this same brochure was massively printed, distributed globally and given to many of our client's customers. By that time, the company directors had seen Ricardo's potential and were giving him a permanent contract.

Ricardo's incredible engineering perspective to design is what let's him excel at any of the projects he is assigned. A great example was working with him and our partner company, WRS (World Radio Switzerland), Ricardo became an essential part of the concept-production of it's trimestral magazine: Lake Geneva's Voice. Ricardo's extensive research on other radio magazines, on WRS listeners' demographics and overall magazine design were essential to create the magazine's first drafts and final concept. This same research was later applied to WRS website redesign and to all of the station's merchandising.

This past year I've actually learned from him. As a CMS website developer, Ricardo works with my design team on all the web templates he is going to program. We "use" him to review our designs, since the main complexity of web-design is content flexibility, how a website has to be designed to fit any content and adapt to any screen. Ricardo has a detailed eye for this, finding the structure of the design and imagining the code that will make it a website. With a lot of patience, and in his friendly way, he comes in to explain the reason behind possible constraints of our designers' ideas and explains possible solutions around them.

Having worked with many designers, I know that anyone can excel using design tools by practicing, but having an idea and creating something out of nothing; I'd say that is a skill you are born with. Ricardo has that, "the eye" for design. That creative flare that makes any of his projects a bit personal. What makes him even more special is that sometimes he won't feel fully skilled to achieve the level of perfection he always aims for; therefore he is never afraid of asking my team for help. His extroverted manner makes it a delight to work with, breaking the "designer-engineer barrier".

With his varied set of abilities, extraordinary adaptability, and young passion, Ricardo will make a great UX Consultant for Appway. Although I'll miss his mountain-adventures tales and enthusiastic personality, I have no doubts you will be remarkably pleased to hire him.

Yours faithfully,
Valentina Shapiro

Valentina Shapiro



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Meyrin, 20th October 2015

To whom it may concern:

I am writing this letter to strongly recommend Mr. Gerstl for your program. I know Mr. Gerstl because he worked in my team for over a year. Mr. Gerstl joined the company a year ago to initially as an intern and was offered a full time position after he demonstrated his ability to match our business objectives. I have worked with him on 8 major development a projects. During each project Mr. Gerstl actively participated in the planning phases, and proactively worked towards offering technology solutions to the designers working on our front end web designs. In addition, Mr. Gerstl has a very good grasp of Information Architecture and was easily able to work with the information structures aligned with our client's business needs.

Mr. Gerstl has also constantly improved his knowledge and development skills while working with the team. It is not uncommon to find Mr. Gerstl productively use his time during less busy periods to study different upcoming development frameworks, such as Angular JS and JQuery, to improve his performance on next projects.

Mr. Gerstl has demonstrated on all projects that we have worked with that he has a hard working ethic, good judgement skills, emotional intelligence, and clarity in understanding project scope. Overall, I would strongly recommend Mr. Gerstl for a position in IT academically or professionally.

Sincerely,

Ang Li - Media Frontier Project Manager

A handwritten signature in blue ink, appearing to be "Ang Li", is written below the typed name.

Letter of recommendation

20/10/2015

Ricardo is a pleasure to work with because of his energetic and always positive attitude. He is a careful listener and a strategic thinker that approaches each project on an individual basis carefully analysing requirements before providing strategic solutions. He is a great team player who always brings a plethora of innovative ideas to the table.

Ricardo is always up for a challenge, he is passionate about finding solutions to challenging tasks. Ricardo started at Media Frontier as a Technology Consultant Intern when he provided support to internal teams throughout all business areas from new business development through design to development. He quickly became a valuable member of the team and was offered a position as a Digital Consultant. He is the ultimate IT person that everyone turns to. He is a lead developer on many WordPress projects where he takes care of all technical aspects from initial server set-up to live deployment.

Ricardo is also willing to work on areas he feels he could improve upon. He is very focused on his goals and pursues them with passion. He has recently completed a course on JQuery course and is now a certified JQuery developer.

With his relentless motivation, Ricardo would bring a lot of energy and passion to your team. I know he would be an excellent fit to your organisation. If you have any questions, feel free to contact me at the above address.

Yours sincerely,

Ania Karwowska

