

This letter of recommendation regards xxxxxx, the UX Designer in charge for the Innometric AB's website, our company, a Swedish integration analytics software company focused on providing technologic solutions for our customers.

During his work for Innometric AB as a UX designer, xxxxxx took care of the design for every single interface for our website, its applications and branding as well, always concerned with the visual balance and the interaction of the users with the previous set. This endeavour was conceived from night to day: it took him two to three weeks to create the website and the brand from the floor and only one month to conceive, test and implement an entire application.

Due to the limited schedule of the project, it had to be achieved by separating it into small phases and dividing them by more than four experts, with xxxxxx as head of Art Direction.

Up until the start of the application, xxxxxx's duties included the supervision of other experts and the project management of the brand and the website, after which he was assigned the role of Art Director to focus on the main tasks. Almost all elements of the brand were designed by him with the aid of a co-worker that envisioned the brand's concept, while the draft and the concept for the website were entirely his creation, icons included.

As for the application design - which helps the business to integrate and create rules for the company's sites to interact with other software - , it was conceived in just three weeks, adding two more for tweaking and reviewing matters. The application's potential that xxxxxx created is in fact immense – it's able to send a determined value to Google Analytics when someone clicks on a button, for instance. This application was entirely designed and researched by xxxxxx with the help of a supervisor; however, all the applicability and design decisions were xxxxxx's alone.

Even though the basic aim of the application is to provide an interface to drag and drop elements to create rules, a more in-depth look at it reveals its full capabilities. Thanks to xxxxxx's efforts, some of the most striking app's features are:

- When installed on a website, the application sends the webmaster and the visitor that clicked on a specific button an e-mail. This is handy to track visitors, as well as their interests, for instance.
- When the page loads, the application identifies where the visitors come from. This is valuable information, as one can program a pop-up window to appear offering discounts and other perks on the country of origin of the visitor.
- Another great feature for online stores is that when a visitor goes to the checkout with products selected but not buying anything and leaving the site, it can send an email to the visitor trying to understand what kept him or her from purchasing the products.
- Then, let's imagine that you want to pinpoint every customer's interests when they visit your site, thus creating sales opportunities. The Innometrics' application counts the

number of clicks in each category, allowing you to know what the most visited one is. By knowing this, you can tell the application to show more items of that category on the site within the percentage range that you choose.

The examples above are obviously just the tip of the iceberg, as there's much more to be seen, like connecting the main application with other apps in order to maximize possibilities, for example.

For all these reasons, we recommend xxxxxx's services without any reservations whatsoever as we understand that the work that he provided to our company was top-tier: professional, focused, determined and fast, not only succeeding to meet our expectations but also to surprisingly exceed them.