

It is a pleasure to recommend (FULL NAME) for the MA Design program at the University of Derby, knowing that she strives to be a creative leader in all of her endeavors. As the head of the design department, I worked with (NAME) from November 2020 to March 2021 at TR Marketing Agency. From the very start of our cooperation, (NAME) revealed herself as a driving force behind innovation, a source of creative ideas, and a colleague whom I can trust.

(NAME) began working with us after receiving a bachelor's degree at the Higher School of Economics. Her work ethic, punctuality, and rich student background served as a breath of fresh air in our team. She was exactly who we wanted — a strong, responsible middle designer who enjoyed the workflow and quickly grasped new information. I was able to delegate important tasks to her without worrying about their fate. What is not typical for a university graduate is her ability to manage entire projects, and the clients who came across her work always gave her praise. In (NAME)'s work, the main aspects entailed constant development, attention to detail, and improvement of the produced content quality.

As a designer at TR Marketing Agency, (NAME) had gained extensive experience in creating promotional materials for all types of channels: print, digital, media, and so on. Taking into account the corporate identity of the client, she participated in the creation of creative concepts for promotions and tenders. Furthermore, she designed and prepared navigation materials and outdoor advertising, and developed corporate identity elements, color schemes, corporate identity carriers, presentations, layout for the company's internal needs, and prepress printing. Together with a creative copywriter, (NAME) created a content plan, a grid of advertising materials, and posts for all social networks, in turn providing innovative solutions for our marketing campaign.

In addition, I had the chance to know (NAME) not only as a team member, but also as a friend. In all her self-deprecating manner, she remains as a very kind, sympathetic, and responsible person. Our similar sense of humor never allowed us to be in a bad mood and, more than once, saved us in stressful situations.

(NAME) is fully dedicated to satisfying all of the needs of her clients and working with them to achieve success in her projects. I am absolutely sure that in her role as a student at the University of Derby, she will be able to provide an innovative and creative approach to the implementation of projects. Moreover, I know that any of the products that she intends to create will be made with care and professional precision — she has repeatedly demonstrated such abilities during her time at TR Marketing Agency.

Should you have any additional questions, do not hesitate to contact me.

Best,

(FULL NAME)
(TITLE, ORGANIZATION)
(PHONE, EMAIL)