



July 27, 2020

Dear Hiring Manager,

I was initially impressed with Ryan's enthusiasm, communication, and design ability when I first hired him as a Senior Designer for Lab1886. He played a critical role that blended strategy, customer insights, and UX / UI design. On our small team, he adapted right away, and found areas to immediately show value in brand development, UX design and customer workshops.

Although he's a seasoned pro, he's also a constant learner, and never afraid to try new new ways of doing things. He takes challenges in stride and open-minded to new ideas and perspectives. Clients frequently gave me feedback that they were impressed with his ability to understand the design challenge at hand, and deliver on an innovative solution.

His teammates found him to be a creative thinker, outstanding designers and a reliable partner. Ryan is hard-working, with a high-bar for quality. I really enjoyed working with Ryan and he has my highest recommendation.

Sincerely,

Paul Lafata  
CEO, Lab1886 USA