



From Pierre Payne

RE: Recommendation for Andrea Straughn.

3/10/2018

To whom it may concern,

Andrea has worked for NAVEO for two years as a front end developer. In this time we have had a great opportunity to understand her skills as a developer, her ability to interface with clients, and her ability to interact with other team members.

First of all I can freely say that Andrea has been a asset to our company throughout the two years she spent with us. She brings a very positive approach to all her work, taking the time to listen to customers and team mates. She is adept at grasping the essence of customers' requests and needs, and translating them into structural elements that comfortably fit into an overall architecture.

As a developer, she is very organized, taking ample notes in client and internal meetings so that request, modifications and corrections are fully implemented in follow up development. In addition, she has proven to be flexible with customer design modification requests – something that is often difficult to come by with designers in general.

Her knowledge of WordPress, the software we use to develop the majority of our websites, is excellent, and she is completely able to expand site functionality with appropriate pug-ins in order to produce the specified user experience or site utility.

Visibility, traffic generation, user engagement and web visit conversions to sales inquiries or direct on-site purchases are key objectives for many website projects. SEO is a key part of this ongoing on-going management activity. Andrea has a clear understanding of the importance of “lean” content, load speeds, and other important developer managed Google ranking criteria. In addition she is completely comfortable with the implementation of SEO tools such as Yoast and security related plug-ins such as Wordfence.

As a designer, Andrea has brought a good variety of design ideas to new and existing clients alike. We typically offer three new home page design concepts when we begin the design phase of a new website. Our clients have always found a design that suits their business objectives while offering a pleasing aesthetic. This requires the designer to have the ability to grasp the essence of a brand, its core value proposition and any positioning required to produce a unique brand identity. Andrea has shown she can consistently put these elements together in an excellent information flow and an engaging user interface.

So in summary, we have found Andrea to be a creative, knowledgeable, sales and marketing savvy professional. She has been a great addition to our team overall and I am happy to give her an A+ recommendation to any person considering her as a developer.

Please feel free to contact me if any further information regarding her performance as a NAVEO team member.

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