

6/7/18

Dear Hiring Manager,

Simply put, Dan Smith is the single most talented graphic designer I've ever had the pleasure of working with. The breadth of his skill set is truly remarkable. In the 15 years I've been making consumer products, I have never met anyone whose skills rival Dan's. His abilities are extremely rare to find in any one person, and he was a huge difference maker at JMW. If you are looking for a highly capable person to lead your team and to deliver a huge amount of output at the highest level, I strongly recommend that you consider Dan Smith for your position.

During his time at JMW as our Design Director, Dan successfully built our graphics department from the ground up. He wore multiple hats at JMW, and not only managed our graphics team, but also addressed our IT needs, and built out our photography studio. While he was managing our team and helping our overall organization and infrastructure grow, he was also incredibly productive and was responsible for outputting hundreds of products. From packaging, to 3D renders, to marketing, Dan can do it all.

Some of his biggest accomplishments at JMW include architecting and executing a complete rebrand of our entire National Geographic line of consumer products. Dan either managed or personally executed the re-brand of nearly 100 products which each required packaging overhauls, new guide booklets, instructions, and marketing graphics. His re-brand won our company many large clients and helped us secure placements with major retailers across the globe.

Dan's tremendous work ethic and dedication was apparent in everything he did. Dan was regularly the last one out the door at night, and his attention to detail was excellent in all the projects he handled at JMW. His unique skill set would be a tremendous benefit to any organization.

We wish Dan all the best in his future endeavors.

Sincerely,



Jordan Willing, CEO
JMW SALES, INC
(855) 437 2665