



DesignAhead
Envision.Create.Inform

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To Whom It May Concern
Regarding: Laura Hedrick
1.3.13

To Whom it May Concern,

Laura Hedrick was an intern for myself and a colleague (Dan Wallace at IdeaFood) from June 2012 to December 2012. She performed a variety of design and production tasks—ranging from website concepting and implementation to brochures, posters to print production. We also had Laura assemble strategic “mood boards” from visuals gathered from focus group attendees for a final presentation to a client for a national rebrand. Laura attended several high level client meetings.

Laura is professional, energetic, and always ready to take on a new challenge. She has the key ability to form creative and strategic ideas and present her thinking and rationale behind them. She is organized, committed to her work, and tireless in seeing a project through to completion. Her versatility makes her well-suited for more than one role in an organization.

I would recommend Laura for a position in creative or a production role. Please feel free to contact me with any further questions you may have.

Best regards,

Kris LaFavor