

Yuppiechef
2 Tifosa Park
Westlake Business Park
Westlake
Cape Town
7879

To whom this may concern

Gabi Alan worked under my supervision as a Junior Designer from January 2021 until November 2021. Her main responsibility was that of designing and managing our daily newsletters and onsite banners, which is a highly demanding role. In this role she showed a level of dedication and attention to detail that was way beyond her years of experience. She managed tight timelines and relentless feedback loops with maturity and care. She is an incredibly fast learner and picked up our backend design system quickly, even proposing efficiencies and improvements to the system.

Gabi has the rare skills of combining a strong creative eye with an organized and systematic way of working and thinking. She self manages with ease and sets her own goals and targets. She was very adept at thinking about how the customers' experience of her design might affect how she puts concepts together, showing an early understanding of user experience lead design.

We were very sad to say goodbye to Gabi when she moved abroad, and would highly recommend her to anyone looking for someone who will quickly become an asset to your team. Gabi is softly spoken and fitted really well in a team environment and we all miss her.

Hire Gabi, you won't regret it!

Kind Regards

Fran Peacock
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