

Melbourne, Australia
April 2024

Dear Hiring Manager,

I am writing to highly recommend Ricardo for any position or project requiring a seasoned Senior UX Designer and Consultant's Team Leader. As the Program Manager for Amazon Web Services (AWS) Regulatory Intelligence Platform, I had the privilege of closely collaborating with Ricardo during his tenure as a Senior UX Designer on a complex data management internal application for 18 months. Throughout this period, the consistently exceptional quality of his contributions was evident.

Ricardo excels in quickly grasping complex topics, effortlessly navigating intricate data structures, and maintaining a rapid understanding of our project's domain, ensuring alignment with objectives. His notable strengths include adept use of Design Thinking, identifying core user problems, and translating stakeholder needs into effective, budget-friendly solutions. Ricardo's designs are not only aesthetically pleasing but also highly functional, aligning seamlessly with business goals and project evolution.

Beyond his professional expertise, Ricardo fosters a positive, collaborative environment, making him a valuable asset to any team. His blend of rapid comprehension, user-centric approach, and innovative problem-solving, combined with strong stakeholder management skills, positions him as an outstanding professional in Product Development.

I am confident Ricardo will bring the same level of excellence and commitment to any future role or project. For further information or specific examples of Ricardo's work, feel free to contact me.

Sincerely,



Michael

Public version redacted due to company policies

Recommendation

1 message



Suken



Mon, May 20, 2024 at 3:28 AM

To: "ricardogers gma .com <r car ogerstl@gmail.com>

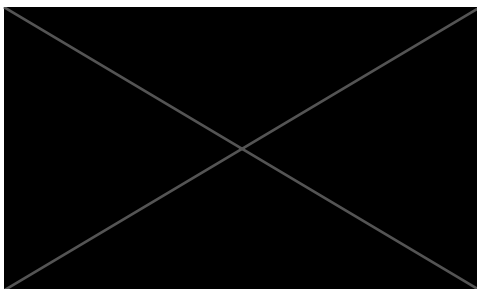
Hello,

This is an recommendation letter for the Ricardo Gerstl. I've had opportunity to collaborate with Ricardo over 18 months at Amazon. Ricardo joined the project at Amazon as a UX consultant from Everest. Over the course of the project, Ricardo grew into a key team player, taking on multiple roles of Lead UX and Lead Engagement consultant from Everest. As a UX lead, Ricardo built foundations required for the an internal digital platform. The platform composed of multiple business workflows of varied complexity. Ricardo worked backwards from the product owner to dive deep into business processes, using multiple channels like 1:1 interviews, surveys and workshops to gain insights from the users on the business mechanisms. Furthermore, Ricardo dived deep into learning the AWS design system, to understand its strengths and weaknesses. As a result, Ricardo standardized the foundational user experience for onboarding any workflows. Ricardo crafted UX templates to encapsulate the user interactions, error handling, transitions, workflow transitions, analytical dashboards and guardrails to avoid pitfalls. Through his work, Ricardo has lifted bar on user experience for internal digital platforms in our org. His artifacts and practices for UX have helped us continue without the need of filling the UX role after he left Amazon.

Along with UX consultation, Ricardo took ownership of the Everest consultants on the engagement. As a lead consultant, Ricardo lead the team of 7-8 engineers and testers from Everest. I observed that the team enjoyed working and collaborating with Ricardo as their lead. He lead with empathy, always working backwards from the root cause of the challenges during the project and often taking ownership of improving ways of working within the team. Ricardo helped the team, bridge the gaps between product and technical aspects of the project, he made several improvements in the way we ran our sprints, crafted stories, prioritized backlog etc. I highly recommend Ricardo to lead engineering teams, as he has unique and positive leadership style. To summarize, Ricardo has been one of the key team member in making the project and the engagement successful.

Regards,

Suken



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Departure Reference Letter

Ricardo Gerstl, born on April 15, 1991, has been employed by Everest Engineering since August 15, 2022 until April 24, 2024. Ricardo worked as **Senior User Experience Designer & Team Leader** within the Enterprise clients at Everest Engineering (projects: AWS, Berst and SEEK).

I, Pilar Esteban, am delighted to write this letter of recommendation for Ricardo Gerstl, an exceptional product designer whose dedication, dynamism, and expertise have significantly contributed to Everest Engineering. Having been Ricardo's manager throughout his tenure, I can confidently attest to his outstanding contributions and leadership in the field of product design.

His responsibilities included the following tasks:

User Experience Research: Conducted extensive UX research, including interviews, workshops, and QA sessions, to identify user pain points and enhance overall functionality.

Design and Prototyping: Actively worked on developing comprehensive user flows, designing intuitive UI interfaces, creating detailed prototypes, and drafting wireframes to ensure a seamless user experience.

Team Leadership and Mentorship: Led and mentored a diverse consulting team, fostering a collaborative environment and supporting career growth in a high-stakes project.

Client Engagement and Innovation: Built and nurtured strong client relationships, while integrating the latest design trends and emerging technologies into the product vision to stay ahead of industry standards.

User-Centric Product Vision: Started with a Minimum Viable Product (MVP) approach, focusing on essential features, and strategically managed and scaled the product by incorporating user feedback and iterating based on business needs and budget technical feasibility.

Notable Achievements and Milestones:

In the very start of Ricardo's tenure with our organization, he worked on a month-long project "Berst mobile revamp", which showcased his UX research and design expertise. In a tight timeframe, Ricardo demonstrated unparalleled proactive attitude to turn the startup from ideation to implementation by collaborating seamlessly with developers and guiding the startup owner through the UX research journey. The success of the Berst project is a testament to Ricardo's ability to take ownership of the UX process end-to-end, working collaboratively with cross-functional teams to achieve remarkable outcomes.

In his final week at Everest, he took on a SEEK project and successfully shifted the backend-focused team to a user-centric approach for an internal dashboard, ensuring the project aligned with user needs and significantly improved its functionality and usability.

In addition to their swift success with the Berst and SEEK projects, Ricardo was instrumental force in our ongoing Amazon Web Services (AWS) project.

For 18 months, Ricardo dedicated his efforts to the AWS project, contributing significantly to UX research, product vision, and account management. Ricardo's capacity to manage the intricacies of a long-term, ever-changing multifaceted project speaks volumes about his ability to balance and excel in a dynamic and demanding work environment. Furthermore, Ricardo's exceptional ability in stakeholder management has been a key driver in fostering positive relationships and ensuring alignment between project goals and stakeholder expectations. Collaboration between cross-functional teams and clients has consistently been strengthened by his adept communication skills and strategic approach.

Moreover, Ricardo has actively shaped the project vision on the AWS project, advocating for a user-centric approach. His role extends beyond design execution to encompass strategic thinking, stakeholder management, and a comprehensive understanding of product development from ideation to implementation. Ricardo has not only met the expectations of the project but consistently exceeded them, contributing to the overall success of our team. Due to Ricardo's commitment to excellence and leadership skills, he's been appointed team leader for the AWS project.

What sets Ricardo apart is not only his expertise in UX, but also his ability to adapt and collaborate effectively. He can quickly identify areas of agreement and disagreement and find creative solutions to bridge the gap between different points of view. The fact that Ricardo understands business objectives allows him to prioritize tasks and design solutions aligned with the organization's overall objectives. Both internal and external stakeholders have appreciated Ricardo's ability to articulate design decisions and trade-offs, demonstrating his ability to bridge the gap between creativity and business goals.

In conclusion, I wholeheartedly recommend Ricardo for any role that demands a seasoned, strategic, and highly skilled product designer. His exemplary work on projects such as Berst, SEEK and AWS underscores his ability to adapt and deliver outstanding results in both short-term and long-term initiatives. Ricardo's dedication, leadership, and continuous pursuit of excellence make him an invaluable asset to any team or organization. Beyond his professional attributes, Ricardo is a highly skilled designer but also a joy to work with. His friendly and approachable demeanor, coupled with a great sense of humor, makes the work environment productive but equally enjoyable. Aside from his career accomplishments, I am confident that Ricardo will contribute positively to an enjoyable working environment for any team he joins.

Ricardo has decided to leave our company due to relocation. We thank him for his strong commitment as well as his excellent performance and wish him every success and all the best in his future endeavors.

Sincerely,



Pilar Esteban

Director of Product, Design, and Collaboration

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