LOGISENSE

November 12, 2025

Employment Reference Letter
Mr. Louie Conceicao

To Whom It May Concern:

This letter confirms that Mr. Louie Conceicao was employed at LogiSense Corporation on a continuous, full-time basis from November 15, 2012, to October 16, 2025. During that time, he held multiple positions within the organization in various departments. Most recently, Mr. Conceicao held the title of UX Designer on the Product team.

Mr. Conceicao's key responsibilities and duties included:

- Leading user experience initiatives, researching, designing, and socializing user experience approaches and solutions
- Creating wireframes, interaction design artifacts, and providing UX direction to agile development teams
- Working directly with customers and specifically with the user personas
- Developing detailed research questions and corresponding well-thought-out research plans aligned with the product roadmap
- Conducting customer workshops to gain an understanding of user persona needs and challenges
- Create prototypes of UI designs and socialize these internally and with customers during the customer workshops
- Create detailed flows that articulate how a user achieves their goal (e.g., user flows, business processes, customer journey maps, story maps)
- Generate and evaluate prototypes rapidly, including sharing the prototypes internally and with customers to ensure the best validation and feedback
- Editing user stories in JIRA and adding the Figma wireframes to support the stories
- Working closely with Product Owners, Team Leads, Developers, and Testers using agile delivery practices
- Learning and applying new user research and design approaches to improve time to value
- Critical thinking, with excellent written and verbal communication skills
- Prioritize, self-manage, and collaborate effectively in distributed teams
- Building out a Figma library and templates to support wireframe and prototype development

In addition to his UX design responsibilities, Mr. Conceicao also made significant contributions in the area of Salesforce platform development and administration, including:

- Acting as a Salesforce administrator and subject matter expert, supporting multiple departments, including Sales, Marketing, and Product Development
- Leading the development of LogiSense's first Salesforce-native connector application, collaborating with an external development team (Appcino) to enable seamless integration with the LogiSense billing platform

- Supporting major Salesforce deployments for key customers, ensuring successful configuration and alignment with business workflows
- Partnering with Sales and Marketing to implement a new CPQ (Configure, Price, Quote) solution, improving sales automation and quote-to-contract efficiency
- Developing and maintaining sales pipeline, forecasting, and performance reports to enhance visibility for leadership and support data-driven decision-making
- Serving as lead SME for integration projects involving Conga Composer and contract management systems, streamlining document generation and approval processes
- Collaborating on integration planning between Salesforce and Sage, contributing to improved contracting and revenue operations workflows
- Supporting Marketing in setting up campaign tracking and external system integrations, ensuring accurate lead attribution and marketing performance analysis
- Applying Salesforce best practices in UI design, workflow optimization, and reporting, influencing product design and usability standards within the organization
- Bridging technical and business teams by translating complex integration and reporting requirements into actionable Salesforce configurations and solutions

Should you wish to discuss this in further detail, please contact me directly at smajor@logisense.com, or call me at (519) 722-8355.

Yours truly,

Sarah Major
Manager, Human Resources
LogiSense Corporation