

MILES

REFERENCE LETTER

Berlin, 23.11.2020

MILES believes in a world where mobility should be shared, sustainable and accessible to everyone. We are working day by day to attain this vision and to counteract private car ownership with our sharing offer in the cities. We want to be part of people's personal mobility mix and thus improve urban life.

Mr Masik works since 01.07.2020 and until 15.12.2020 at MILES Mobility GmbH in Berlin as Web Developer in the Marketing division.

His tasks included in particular:

- Develop new reusable components on legacy Wordpress project
- Research on headless CMS + javascript frontend frameworks (Prismic, Contentful, Next.js, React.js, Gatsby.js)
- Implement Contentful as headless CMS
- Engineer data model for reusable UI elements
- Develop responsive web app with Gatsby.js framework based on Contentful's data model
- Realize styling with SASS
- Integrate React.js libraries to web app
- Increase page speed with server side rendering and lazy loading images
- Develop contact form that sends data via API calls to pipedrive
- Develop GDPR compliant Cookie Banner
- Establish continuous integration pipeline on Vercel
- Establish staging environment and developing of feature branches
- Connect website to tracking tools (Google Analytics, Facebook Pixel, Hotjar)
- Create reusable SEO components to webpages
- Creating tracking links
- Evaluate acquisition of users in Google Analytics
- Monitor user behaviour with Hotjar
- Improve Google search ranking

Mr. Masik always coped with his scope of duties comprehensively and reliably. Mr. Masik familiarised himself with his field of duties in a short amount of time.

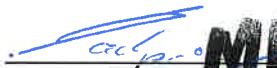
He was always able to shoulder burdens and maintaining a quality of work which was satisfactory, even under fast changing requirements.

He worked very thoroughly and quickly. Mr. Masik contributed his thoughts well when the work was being prepared, performing his tasks systematically and with good efficiency.

He familiarised himself with his working area with dedication. Mr. Masik was highly regarded by all contact persons due to his very friendly and conciliatory manners.

We thank Mr. Masik for his performance and dedication. We wish him all the best for his next career step professionally and personally.

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