

11.24.2021

Reference: Letter of Recommendation for Saad Shams

While working at Adobe as a Principal UX Designer, I have witnessed Saad's exceptional work quality as a strategic delivery partner, during a 1-week discovery with our client Kroton University in Brazil. He helped revolutionize the delivery of their online educational content for students attending university courses nationwide.

Saad demonstrated expertise in technical architecture by evaluating the client's current-state architecture and made recommendations for a scalable system to manage and distribute digital content for eLearning.

He handled the project with care and patience throughout the all-day discovery and design sessions, irrespective of Portuguese-English language barriers, he was able to articulate technical objectives effectively.

Saad continued to engage with the client, providing architecture plans, design papers, blueprints, and roadmap, and guiding the client in developing a scalable system for distributing multimedia eLearning content that is still in use today. Saad also led the development of the company's flagship mobile app.

In my expert opinion, Saad's presence in the mobile arena for any business would benefit substantially from his talents. Please get in touch with me by phone or email should you have any questions.

Yours sincerely,



Laura Smith

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Dec 21, 2021

A Letter of Recommendation for Saad Shams

Saad worked as an Enterprise Mobile Architect for Royal Caribbean Cruises from December 2019 to May 2020; the assignment had to be cut short due to the COVID-19 pandemic.

During this time, he has led a team of over 40 engineers and has been instrumental in improving their flagship app's architecture, design, and development.

He promptly and impressively grasped the whole concept of the infrastructure and architecture of the entire business, with the additional complexity of integrated systems and infrastructure on the ships.

To establish a seamless experience for the cruisers and make the most of their vacations, Saad developed and improved features, including reservations, check-ins, and a daily onboard activities calendar. He also ensured that the development met standards, best practices, and extensibility requirements.

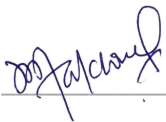
He also managed internal crew apps to improve efficiency, team collaboration, knowledge levels, and overcome resistance.

He essentially translated the client's objective and vision into a practical and functional framework and presented a secure architecture to help support the evolving needs.

Saad is a superb leader for complex project teams, with remarkable interpersonal skills, and an excellent asset for any firm seeking a senior architect to design and manage high-end technical solutions.

If you need any additional details, please feel free to contact me at the below mentioned contact numbers.

Sincerely,



Mohammad Fakhru
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