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,

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