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To Whom It May Concern:

I met Thomas Cronin (Tom) during our time as graduate students in the Master of Professional Communication program at Westminster College. His design skills were well known among the students in the program. I had the pleasure of working with Tom during our time together in the program, and observing his creative thought processes and design skills.

Tom was a member of a brainstorming session that I hosted to develop logo ideas for my client, Utah Syringe Exchange Network (USEN). Prior to the session, I sent out an overview of USEN and the concept behind syringe exchange, along with USEN's ideas about what the logo should convey. Tom took a proactive approach to being a member of the session and created a logo based on the information I had distributed. He unveiled his creation at the end of the brainstorming session; the image was an ideal representation of the organization.

The image Tom created balanced the organization's need to be transparent about its mission, along with its desire to be approachable. The logo image conveyed a straightforward message; but, the soft syringe curves, drawn by Tom, displayed a gentler and compassionate visual. Tom's thoughtful consideration and insightful design capability was recognized by all members of the brainstorming session and USEN.

Tom is a caring professional who offers a unique perspective in thoughtful design. He is a person of great ethical character who follows through on commitments and always puts forth his best effort. It is a pleasure to work with him. I recommend him to any organization looking for creative and thoughtful talent.

Sincerely,

Kirsten Dodge