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To Whom It May Concern:

This serves as a letter of reference for Ali M. Vassigh, and as such it is my honor to recommend him as a highly valued addition to any design team.

I have known Ali since June of 2001, at which time I became his supervisor upon his employment at Whirlpool Corporation. He was brought into Whirlpool for his design experience and skills within the human-computer interface domain. He has demonstrated outstanding talents in both technical as well as managerial spheres.

Revealing of his leadership skills, Ali has earned a reputation among his direct staff as an excellent manager with an inclusive, energizing, and empowering management style. His greatest achievement was in driving his large and diverse usability team to the next higher level with respect to rigor, credibility, visibility, and value. Within a short two-year time frame, Ali and his team defined, designed, and executed on a transformation strategy yielding a more confident and influential team of professionals. His staff continues to practice successfully to this day.

Ali has also distinguished himself as a superb interaction designer, working in his profession over fifteen years. His competence and passion as a designer are exemplary and in full evidence with his teaching and use of the user-centered design D5 process, information architecture, interaction architecture, and user interface blueprinting techniques. However, more important than his technical design skills are his understanding and ability to link design to the business of design from a process, productivity, and value standpoint.

Fortunately, Ali's amalgamation of leadership and technical skills comes "packaged" in a wonderfully friendly, social, sincere and caring human being. He loves a great debate, and is honest, flexible, and respected by peers, subordinates and superiors alike.

I am deeply impressed by Ali and recommend him without reservation. I am confident that, if selected for your opportunity, he would provide the same high level of service and commitment. If you have any questions or wish to speak further about Ali, please feel free to contact me.

Sincerely,

Charles L. Jones, FIDSA
Vice President, Global Consumer Design
Whirlpool Corporation