

Amsterdam, 30 January 2015

Re: Letter of Recommendation

To whom it may concern:

Francesca Müller came to Storagee as a 3D design Trainee to from 15 July 2014 to 15 January 2015. Her role as design support working under a senior 3D designer not only gave her the opportunity to learn from fellow retail interior designers, but also exposed her to a commercial design agency with international clients. During her time with us, she worked on several clients including Philips TV, T-Mobile USA, Asics and Onitsuka Tiger plus others. Her roles in these projects included, but were not limited to, interior design, industrial design, design detailing, POS and window designs, renderings/visualizations and many meetings with other designers, clients and production vendors.

A couple highlights of Francesca's creative skills and work ethic were the Bright Show booth for Asics Lifestyle in Berlin and the European rollout of the Philips TV POS displays. For Asics, she took the inspiration of footwear technology and design and translated that into an exhibition booth design that was not only appreciated by the client but also applauded by the visitors to the show. Working under a tight budget and short timeline, she proved that good design does not need months of preparation and creativity is not always measured by how big the budget. For Philips TV, her involvement in taking the designs for a family of POS displays from one of her senior 3D designers and bringing them to life through renderings and detail design drawings helped the client and production vendors understand our designs better and ensure an accurate end-result.

In addition to Francesca's great creative support to Storagee and our team, her positive energy and team spirit was also appreciated. Her willingness to learn; help out her teammates and constant smile brought a freshness to the studio that will be missed.

We would highly recommend Francesca for any junior 3D designer position that offers her both possibilities to grow into a solid 3D designer and visualizer, and challenge her to work independently and present her own creative thinking and ideas.

We wish Francesca all the best in her new career plans and if you have any questions left please do not hesitate to contact us.

Kind Regards,


Jason Steere
Partner
Storagee BV
jason@store-age.nl
+31 20 422 9520