

to whom this may concern

28 May 2016

REFERENCE FOR FRANCESCA ASHLEY-COOPER

Opechee Design Studio is a graphic design studio based in Claremont, Cape Town, specialising in corporate identity and website design. Since 1994, the studio has been providing a graphic design studio with a personal touch: direct contact with the client and their needs, taking their business from the creation of their brand, through the full suite of stationery and marketing material to finished product. With my background of print and design through to repro, the business grew from strength to strength. In 2007, I saw the need to employ someone who could compliment the business as well as support me with design and digital work, like websites and html emailers.

Francesca came to work for Opechee Design Studio in October 2007. One of the her main reasons for choosing my design studio to work for, was to grow creatively. During her employ, Francesca showed many qualities: she was self-confident; willing to accept responsibility; she communicated with the clients well and interpreted their needs professionally and with excellence. She worked well under tremendous pressure at times and even took work home to complete. She was honest, hard-working and above all else, extremely loyal to the studio.

Having been trained in coding for websites, html emailers, etc, Francesca loved to work on this platform. This showed in her growing ability to solve digital design solutions for my clients. In the 8.5 years that she was employed, she grew creatively, digitally and emotionally: she was very organised within her portfolio and was a great team player. Her attitude towards her work and the studio was holistic and all-embracing with a high level of commitment.

Francesca resigned at the beginning of 2016 to pursue her digital career.

Please feel free to call me if you would like to chat about Francesca in any regard.

Yours sincerely



LORRAINE DE VILLIERS

managing member

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