



May 13, 2021

To Whom It May Concern,

This is a letter of recommendation for Amanda Howard. I have known Amanda for the last 6 months as an employee reporting directly to me. My name is Christina York and I am currently the CEO of a technology company that uses mobile augmented reality (AR) to serve healthcare. My 20 year career has been spent in the UX and product realms of technology and I have many years of experience building and managing UX teams. Amanda is a highly motivated and talented individual who is team-oriented and driven to succeed.

Amanda came on as a User Experience Specialist in 2020 to help us ensure that our augmented reality mobile application was usable and accessible for hospital clinical teams. She conducted audits, designed experiences and made recommendations for product changes, working closely with engineers to plan new and improved experiences. She was also in charge of translating user feedback into prioritized backlog items for the product team. Despite having never worked in AR before, Amanda quickly adapted and became a major contributor on the product team. She took it upon herself to learn new technologies (like Unity) and skills (like heuristics) in her own time and was able to quickly apply what she learned to her work.

Amanda brings a very intelligent and mature approach to her work and is able to effectively communicate with diverse groups of people (customers, engineers, clinicians, CEOs, etc.) as well as manage expectations and timelines of her work. SpellBound is a startup and Amanda was able to handle rapid change and ambiguity and still keep her overall goals in mind to get to a positive outcome. She managed the project to implement HelloNext as a customer guided feedback system that would inform product design decisions and weathered several changes in how we wanted to deploy the software. She was able to complete usability assessments on complicated AR games and work with engineers to improve overall user engagement even as our priorities for customer deployments were changing, causing her to have to perform under challenging deadlines and shifting priorities. Amanda performed effectively and without complaint.

I would recommend Amanda without reservation. In my 20 years hiring and managing UX teams, rarely have I encountered someone with as much drive and who is so proactive in her learning as Amanda. She is a self-starter who will drive toward results all while being strongly rooted in the team.

Sincerely,

A handwritten signature in black ink that reads "Christina York".

Christina York

christina@spellboundAR.com

734-864-2097