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To Whom It May Concern:

I have worked with Chris Jordan for the past three and a half years at the Council for Advancement and Support of Education (CASE), an association of higher-education and secondary school advancement professionals. As the online communications manager at CASE, I've had the opportunity to work closely with Chris on a daily basis on projects ranging from redesigns to building large, complex web sites for our largest annual conferences.

Chris is enormously talented and creative web designer who understands the big picture but is extremely attentive to small details as well. From a short brainstorming session, Chris is able to draft designs for sites that are usually right on target for the project. And if the designs are not, he incorporates any feedback from his first round of designs and produces a second draft that pulls it all together.

CASE is a workplace which thrives on teamwork. The web design process is to its credit and occasionally its fault, a collaborative process. This means Chris must juggle competing priorities coming in from marketing, public relations, information technology, membership, volunteer relations, and others throughout the organization. The organization "got religion" about the Web and recognizes it as a strategic marketing and communications tool, but the brunt of that work falls on the Web Designers' shoulders and it takes an individual as organized and dedicated as Chris to juggle it all.

What has made Chris so successful at CASE is that he is not only able to do the work and do it so well, but he is such a wonderful person with whom to work. He is easy going, unfailingly positive, and really adds something to the environment here that I and my colleagues will miss a great deal. We can always hire another designer, but Chris is irreplaceable.

The hiring process is a leap of faith at times—from a resume, you can often see whether or not the potential hire has the skills you need, but even in the interview process, it can be hard to tell what the person will be like to work with once hired. Chris is the total package: smart, creative, artistic, technical expertise, team player, positive attitude, wonderful colleague. Our loss is another organization's gain.

If you have any questions or would like to discuss Chris's work further, please feel free to call me at (202) 478-5640.

Sincerely,  
Barbara McCuen  
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