



3. May, 2006

I have had the pleasure of working with Mr. Feridoon “Doon” Malekzadeh since 2004. During that time, our respective teams at Vodafone and frog design have worked closely together on a variety of user experience projects. Our collaboration has included large-scale website architecture, global guidelines and documentation, online media store and player application design, and early product research and strategy.

During this time, Doon has consistently demonstrated the ability to lead teams and produce quality solutions – all within the context of shifting technologies, challenging schedules, limited resources, and a complex mix of internal and external project stakeholders. His agency background allows him to work effectively at a very detailed level with creative and technical teams. His deep understanding of the work challenges and pushes the thinking of everyone involved. His understanding of the corporate organization enables him to navigate the maze of politics and process for each project.

I would recommend Doon without hesitation. His rare mix of skills and background will make him a valuable asset to any team aiming to create high quality products and customer experiences.

If you would like to discuss my impressions and experiences in more detail, please contact me at any of the numbers below.

A handwritten signature in black ink, appearing to read "Collin Cole".

Collin Cole
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