

To whom it may concern:

Maureen is a highly skilled User Experience Architect and a delight to have on your team.

I have had the pleasure of working with Maureen for the past three years. During this time she led the transformation of our enterprise SaaS platform, optimizing the user experience for different personas including field users, marketing teams, creative teams, and executives. She designed workflows that created efficiencies for our end-users and simplified experiences end to end.

With years of experience and an open mind to changing technologies, she brought standards and best practices to our UX design and information architecture. She has a comprehensive process including customer discovery, UX audits, and wireframes in order to thoughtfully address different challenges. That said, she is able to be agile and work within an iterative framework, which was critical to our changing needs and fast paced release cycles.

Above all else, she is a true team player with a wonderful attitude. She is someone you can count on to get the job done well, collaborate with, and learn from.

Please do not hesitate to reach out with any questions.

Best Regards,

Rachel Berman
VP Product, CampaignDrive by Pica9
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