

## LETTER OF RECOMMENDATION

To Whom It May Concern:

Paul Szypula was employed as an Art Director at Dennis Interactive from 1999 to January 2002. His responsibilities included developing interactive materials from concept through to finished art, animation and video.

Although Paul was principally hired based for his Art Director expertise, and that constituted much of the work he did at DI, he became one of our leading Flash experts, and worked extensively with After Effects.

During his time at Dennis Interactive, Paul was involved in the Creative development of large projects for Hyphen Health ([www.hyphenhealth.com](http://www.hyphenhealth.com)), Walt Disney World Corporation ([www.missionspace.com](http://www.missionspace.com)), Eli Lilly, and played a substantial role in the last two iterations of the award winning Dennis Interactive corporate Web site. While at DI, Paul displayed a highly professional attitude, and moved from a junior art director position to co-lead several projects.

DI had a reputation for the development of highly interactive and visually stunning media, since our early CD-ROM based magazine (“Blender”) development. Since then, we built our online reputation using Flash to create and launch the kind of dynamic interactive media that captured imaginations and won lots of awards. I founded the company with funding from Felix Dennis in 1994, with two partners, and was General Manager from January 2000. The company closed in April 2002, as Felix decided to concentrate his energy on his more profitable magazine businesses.

Since leaving DI, I have launched Cherry Interactive, and can be contacted at [david@cherryinteractive.com](mailto:david@cherryinteractive.com) to confirm my comments about Paul. I have no hesitation recommending him for a Creative position, in either interactive media, print or video, and wish him all the best.

Sincerely,

David Cherry  
Founder  
Cherry Interactive