

LETTER OF RECOMMENDATION

To Whom It May Concern:

As the former Associate Creative Director of 65media, from 2002 to 2005, I had the pleasure of working with Paul on a number of outstanding projects. Originally Paul came to 65media as a freelancer to help with a very rough project with an extreme deadline. In the midst of the chaos and typical high pressure atmosphere he always kept his cool and was able to deliver stunning work. I found the work so good that I "stole" him off the project he was hired for so I could have him help me build out the theatrical website for The Life Aquatic.

Paul and I built the site that would eventually be nominated for the Key Art Award 2005 and also earn a spot on the Clio Short List. During the build I quickly became aware at how Paul understands the details and how they clearly make a difference in the final product. Early in the project I told him if you see anything that could be better let me know, and I'll make it better. It's a dangerous thing to say to someone you've just met but I could see right away with his years of experience he would understand what a great opportunity this would be—a chance to not just work by the hour but a chance to truly participate in the creative in the way many flash guys don't get a chance, or credit, for. He had a lot of great ideas and was really able to bring the designs to life. The following days, and sometimes late nights, went down like clock work. To work with someone who truly "gets it" was a pleasure. In the end we were able to build the site that we wanted, with every little detail, in only 3 weeks.

To me this example illustrates that with the right person you can build quality product and still turn a profit for the company. You simply need to find a person with ample experience, great communication skills, and the chops to deliver the goods. That's Paul!

Sincerely,

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