

Charles M. Hervish
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To Whom it may concern,

This is a letter of recommendation for Oscar Castaneda. From his initial interview, to having him head up Lanco's growing web department, Oscar has always presented himself as a professional ready to rise to any challenge presented to him. He was instrumental in the design and execution of all graphics for a new e-commerce site being launched in spring, in addition to the development of the original "look and feel". Oscar was a point man between the art department and I.T., resulting in the project coming in on time and under budget. No small accomplishment.

In addition to web projects, I found I could depend on Oscar and his judgement for print design, logo development, and most important, customer relations. A swift assessment of problems with creative solutions was never beyond his reach. His personality on the phone and in the office made any dealings with him a pleasure. When it was necessary to cross train graphic artists interested in developing web skills, Oscar was able to assess their skills quickly, and develop a curriculum that would educate but never "overwhelm" them.

In closing, I have interviewed many artists over the past seven months. Some have portfolios that accurately represent their skills, some fall short over time. Oscar Castaneda has one of the best books I have seen in a long time, and I can honestly say it does not come close to the professional level of work he is capable of producing. Any questions, or if you would like additional information, please do not hesitate to call me.

Sincerely,

A handwritten signature in black ink that reads "Charles M. Hervish". The signature is written in a cursive, flowing style with a long, sweeping underline.

Charles M. Hervish