



Letter of reference: Heino Nielsen

OPSEU Communications Administrator - 2009-2011

It is my pleasure to provide this recommendation for graphic artist Jason Alward. I know him well, after spending 3 years as his Administrator in the Communications and IT Division.

A strong creative unit, with scope and capacity, was essential to the organization's success. The unit was responsible for website design, print materials, social media, print and video advertising copy, signage and videography. An ethos of constant improvement and learning had to be at their core.

With 3 staff members, individuals each shouldered a significant role. Multiple assignments had to be addressed within tight deadlines. Team members worked flexibly, in a coordinated manner, to meet dynamic requests and needs. Each member had to have great commitment, based on a wide range of qualifications and skills.

Jason was the key member of the team. He was constantly learning and adapting; building on his existing qualifications and skills. His creative approach ensured the intended audience connected to a concept and then understood, accepted and acted on it.

The underlying facts in any message can be academic and dry. At times they are relevant to

just a small group. They need to be transformed, to have impact on a larger audience. Jason's work ensured messages cut through static. The resulting work sparkled. You can see this at verge.ca, Jason's website.

At head office and in the field, Jason's design products drove campaigns forward, with our members, the community, local leaders, the general media, employers and government officials.

Jason also worked well with the others. The creative unit worked in an open office area. Staff collaborated on their respective projects. Jason's scope and experience were a resource to the others. Results therefore exceeded the sum total of their parts.

These are the reasons I can support Jason with confidence and enthusiasm. After the challenges we faced together, I know he is a seasoned asset, sure to add to the success of your organization. I would be delighted to discuss this matter with you, if needed.

Please give serious consideration to Jason's application.

Respectfully,
Heino Nielsen