

Letter of Reference for Léda Daróczy

CHRIS EBBERT
Innovationsrådgivare/ Innovation Advisor

MID SWEDEN UNIVERSITY
Miun Innovation
Samverkansavdelningen
Hus U, rum 224 b
Akademigatan 3
831 25 Östersund
Sweden

Phone: [+46-10-142 80 00](tel:+46-10-142-80-00)
Email: christoph.ebbert@miun.se

Östersund, January 28, 2019

To whom it may concern,

This letter is to introduce Léda Daróczy. I was working with Léda during my time as senior lecturer at Nottingham Trent University, up until 2016.

Léda finished her studies in Nottingham, and I noticed her good abilities in core aspects of design work.

Most notably, she is a good collaborator with critical thinking ability who knows well how to analyse business models. She is comfortable with everything including persona creation, scenario design, user centered design, and ergonomics, as well as possessing a good grasp of core graphic design concepts and skills such as visual identity, advertising, aesthetics, imagery, print and layout, typography, and animation.

She is a good researcher who understands benchmarking, data analysis, and interviewing techniques, and she has good technical skills in relevant areas.

I believe Léda can be an asset for any team where her abilities are needed, given also that she fully met the challenge of living and working abroad. This additional factor would give her an advantage where working within an international realm is required, as she communicates perfectly well in English, and has proven her ability to cooperate with professionals across cultural boundaries.

I wish Léda all the best, and can always be reached under the details above for further information if required.

With kind regards,



Chris Ebbert
Innovation Advisor/ Mid Sweden University