

Charlotte Calvin
Director of Product Design
HomeStory Real Estate Services, Inc.
ccalvin@homestoryrewards.com
(512) 608-7054

Letter of Recommendation - Hope Vandiver

To whom it may concern,

My name is Charlotte Calvin and I lead the Product Design team at HomeStory. I would like to highlight the exceptional contributions of Hope Vandiver during her tenure as the Junior Product Designer for HomeStory from January 2023 to December 2023.

Hope made an immediate impact on the Product and Design team when, within her first month, she presented a comprehensive competitive analysis of HomeStory's competitors, setting the tone for her commitment to in-depth research and strategic insights that informed her subsequent design work. Hope continued to display an adeptness in design and product research, reflected in the detailed analyses she consistently delivered regarding our industry's landscape and potential partnerships. Her design and marketing deliverables were not just visually striking but also strategically sound, always supported by thorough explanations that showcased her design thinking.

A crowning achievement was her redesign of our consumer real estate search product. Hope took the lead on researching and delivering iterative design solutions to modernize and refresh the product, with a user-first approach that improved functionality and visual style of the experience. Hope delivered over a dozen screens and worked closely with developers to support the product throughout development.

Hope displayed her proficiency as a multidisciplinary designer when she created a new corporate brand identity from scratch, an initiative that was well-received by key stakeholders in the company. This included creation of the components for the new brand system (logo, color palette, typography, visual style) as well as a strong narrative that reflected who HomeStory is as an organization and leading provider in the financial enterprise tech space.

Beyond her design capabilities, Hope's collaborative approach and positive attitude made her a pleasure to work with. She worked closely with cross-functional teams of developers, product managers, and marketers. She fostered an environment of effective communication and collective goal achievement. Hope consistently met her deadlines and was proactive in managing time effectively to take on new projects. She took the initiative to learn new tools and methodologies that enhanced our design processes.

I can wholeheartedly recommend Hope Vandiver for any endeavor within the design sphere. Her professionalism, creativity, and collaborative spirit make her an invaluable asset to any team or project. Should you require further details or have any questions, please feel free to reach out. Thank you for considering Hope for any future opportunities.

Warm regards,
Charlotte Calvin
Director of Product Design
HomeStory

Anthony Price
Head of Product & Product Presales
HomeStory Rewards
Aprice@homestoryrewards.com
(512)810-2683

Letter of Recommendation - Hope Vandiver

I am writing to provide an enthusiastic and heartfelt recommendation for Hope Vandiver, a talented product designer with whom I had the privilege of working at Homestory.

I had the pleasure of recruiting Hope right out of college, and it quickly became evident that she possessed an exceptional level of talent and creativity in the field of product design. She joined our small product team and, immediately made a significant impact.

What sets Hope apart is her remarkable design skills and her warm and friendly personality, which greatly enhanced the dynamics of our team. Her ability to collaborate and communicate effectively with team members made her an invaluable asset to our organization.

Despite the unfortunate circumstances surrounding her departure due to downsizing, I emphasize that Hope's departure was in no way a reflection of her performance. In fact, her consistent excellence and commitment to her work stood out throughout her time with us.

Hope's strengths go beyond her design prowess. She is a quick learner, displaying a remarkable ability to easily take on new responsibilities. She was able handle everything from in-depth user research to developing comprehensive brand language systems to managing full design iterations of our platform.

One of the qualities I admire most about Hope is her receptiveness to feedback and constructive criticism. She approaches challenges with a positive attitude and a genuine desire to improve her craft. Her adaptability and eagerness to grow as a designer make her an asset to any team fortunate enough to have her on board.

I have no doubt that Hope will excel in her future endeavors, and I wholeheartedly recommend her for any role that requires creativity, dedication, and a commitment to excellence. Hope is a rare talent.

Should you have any questions or require further information, please do not hesitate to contact me at aprice@homestoryrewards.com or (512)810-2683

Thank you for considering my recommendation for Hope.

Sincerely,

Anthony Price

Matthew Dally
VP of Product
HomeStory Real Estate Services, Inc.
matt@homestoryrewards.com

Letter of Recommendation - Hope Vandiver

To whom it may concern,

Hope is a talented designer and so pleasant to work with. We assigned her multiple projects, from customer-facing home search sites to internal management tools. She took complex UI interactions, such as filters and complex data creation flows, and made them very intuitive and good-looking. In all tasks, Hope was thoughtful in her process and mindful of details. I highly recommend Hope and her work.

Regards,
Matt Dally
VP of Product
HomeStory