

12/26/19

Re: Karen Skeens

I am delighted to provide a recommendation for Karen Skeens related to her creative web design and UX skills, and her ability to effectively convey a brand's message through visual strategy.

I recruited Karen to provide a website audit and then create a new responsive 40+ page website for NAMI Southern AZ, a small non-profit organization that provides educational resources for individuals living with mental illness and their families. On an accelerated schedule, Karen personally handled all aspects of the web redesign - including navigation planning, custom design concept, web development, content organization and content editing. She beautifully integrated messaging and our tagline in the home page layout. Calls to action were strategically written and implemented. The final result was much more engaging and the navigation very fluid and easy to use.

Karen proactively checked in with our in-house communications team and me, and walked us through the process via email communications, phone calls, and online meetings to gather feedback and suggestions. This work was done fourth quarter, a busy time of year with many deadlines for our organization. Karen adjusted her schedule to meet our needs.

We were very pleased with Karen's work and would contract with her again for a similar project.

Sincerely,



Christine Wells, PhD, MBA
Interim Executive Director