

Hello, Person Thinking About Hiring Sarah Sheppard.

My name is Max Lollar, I've been the Creative Director at Yoko Co for about a decade. Over the past several years, it's been my pleasure to work with Sarah. I'd like to tell you a little bit about her.

Sarah is an extremely talented, creative designer. You've likely already seen her work (it's excellent, by the way), so I'll focus on the other half of the story: The person behind it.

I'd describe Sarah's approach to design as exceptionally generous and thoughtful. By this, I mean that she doesn't design for herself, she designs for the user. Truly, she is always considering how best to engage them, how they'll experience her work, and how to get them to the goal. This is a rare and valuable quality, and it's exactly what you want in a designer.

Speaking of valuable qualities, when you're hiring for a creative position, it's critical that you find someone who takes feedback well. On this front, Sarah is a 10 out of 10. Or an 11 out of 10, if we're speaking *Spinal Tap*. She's gracious, she asks the right questions, and, even when the feedback is a little vague (or a lot vague - "*can we make it pop?*"), she's ready, willing and has an innate sixth sense for getting to the crux of it.

Am I saying she has superpowers? Well, I'm not saying she *doesn't* have superpowers.

As far as interpersonal skills go, Sarah is so kind, compassionate and funny. She's also an excellent communicator. But you probably don't need me to tell you these things - I'm willing to bet you picked up on all of that from her cover letter. (She writes a great cover letter, doesn't she?)

By the way, I'm not just speaking for myself: Everyone on our team loved working with her, and our clients couldn't get enough Sarah-Time™. Whether she was talking through conceptual creative ideas, presenting design mockups, or listening to feedback, she radiated warmth, positivity and understanding.

If you have the opportunity to hire Sarah, here's my advice: Do it before someone else snaps her up. I'm telling you, she's the best.

If you'd like to talk more about Sarah, feel free to give me a call at 240-626-4431 or send an email to [max@yokoco.com](mailto:max@yokoco.com). I'm happy to answer any questions. Congratulations on finding the newest member of your team.

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