

In my career I have often been asked to provide letters of reference for people with whom I have worked. This is often a difficult process, highlighting their strengths and minimizing shortcomings. I have no such difficulty in preparing this letter.

While I was CEO at Pinpoint Health, a healthcare SaaS company based in Chicago, I had the distinct pleasure of hiring and working with Jeff over an almost 2 year period. I brought in Jeff as a User Experience (UX) professional team member. Roughly 6 months later he was promoted to the lead role for that team. Jeff was given this opportunity primarily because of one reason – I knew I could ALWAYS count on him. Whether it was in the day-to-day design work, or last minute pressure cooker demo deliverable time, Jeff always delivered. He just did what it took to get the job done and never (ok, rarely) complained.

Jeff has a unique set of skills and approach to looking at software design. He came up with creative ways to present software functionality that was also engaging and interesting for the user. He was able to place himself in the role of the person who would be using the system and uncovering design flaws before they happened. His designs, and those of his team, were always well received by the customers.

On the personal side, he was also a joy to work with. He is a very pleasant person and always in a good mood. He worked very well with others, including his CTO, his peers, those who reported to him and those in other teams, like product management. Everyone enjoyed working with Jeff.

In summary, I could not provide a more positive reference for Jeff. I enjoyed the opportunity to work with him and I consider him to be one of my best hires...ever. One would be fortunate to have him as a core contributor on their team.

Bryan Dieter

Chief Executive Officer at Endurance Health, Inc.