



October 08, 2008

To Whom It May Concern:

I am writing to extend my highest recommendation for Jiri Seger on his next endeavors in his professional and educational pursuits of graphic design. As both adjunct faculty of Jiri's alma mata, the University of the Arts Graphic Design program and as a founding principal of Ideas On Purpose, I have known Jiri for over 7 years as both his instructor in art school and as his employer.

I first met Jiri Seger as a student in his sophomore year at art school. At that time he demonstrated the deepest passion and commitment to learning as much as he could to master all the principles of design. Jiri not only completed prescribed course work but often went above and beyond seeking out independent studies with myself and other instructors to further his design work. All this hard work paid off in his senior year where he was awarded a citation for excellence for his senior degree project. I can attest that it is an outstanding achievement for student work.

Because of this, I was eager to bring a talented, dedicated student like Jiri on board at our design firm. IOP is a New York-based branding communications studio of approximately 12 people. We focus on a unique mix of work from ground breaking non profits, foundations and universities to newly public companies all the way to the Fortune 100.

At IOP, Jiri has had a unique experience of learning and growing. He has mastered many disciplines of design from identity, print and collateral to web site and interactive media. With each area, he has brought his passion and commitment to creating the best possible work. He has learned every aspect of projects from idea conception, thematic development all the way through print and web production. He has also mastered client management and communication. After his four years of hard work, many of our clients were both sad to hear Jiri was moving on but also excited for his next steps as a designer and artist. Here are a few client responses to the news:

"Jiri has been a vital part of our efforts for Warburg Pincus. Extend to him my very best wishes for continued success. He has learned from a master and this can only bode well for him in the future. I know we will be seeing great things from him."

– Tina Moskin, Print Production Consultant, New York, NY

"Please wish Jiri well! And extend a HUGE thanks on behalf of Warburg Pincus for all his efforts!!"

– Julie Johnson Staples, Managing Director, Warburg Pincus

My partners Michelle Marks, Darren Namaye and myself extend our highest recommendation for Jiri's next endeavors in his career and education as both a designer and artist. The recipient this letter of recommendation will benefit greatly from his unending passion, talent and dedication.

A handwritten signature in black ink that reads "John Connolly". The signature is written in a cursive, slightly slanted style.

John Connolly  
Principal, Ideas on Purpose, New York, NY  
Adjunct Faculty, University of the Arts, Philadelphia, PA