

September 14, 2008



Re: Recommendation of Yordan Stefanov Stoev

Yordan began employment with Black Sheep, Inc. in January 2005. In the initial interview, I was in Sofia, Bulgaria and met personally with Yordan. We had set-up a follow-up interview at the National Gallery of Art. During that interview, Yordan and I examined Bulgaria's national art collection with my specific questions as to what the artist meant to convey and how the artist attempted to convey his thought. After our review of certain pieces in the gallery, we took the interview into the streets of Sofia and began an examination of the street billboards to find structural comparisons to the pieces that we just examined in the gallery. At the end of the interview, Yordan was extended the job.

Yordan has a keen eye for the purpose of art in commerce. His nascent ability that I sought in our early meetings was the foundation for Yordan's continued development as a graphic artist. In the preparation of a campaign or site, Yordan and I would discuss the goals of commerce and how the structure of his art was to be developed to help accomplish those goals.

Yordan, charged with both the conceptualization and realization of page design, layout, color schematic, and integration of text, images and video, would quickly develop mockups to be discussed and analyzed before his execution. In the development of his mock-ups, Yordan would usually present several different distinctive approaches to the same campaign. His work on "Guide For" Series helped create a simple and clean series of websites controlled by the color schema, all with the same style but each with an unique look and feel. In our Mortgage campaign, Yordan created strong and trustworthy websites to gain user capture.

Yordan, as most good graphic artist, has integrated the practical application of coding to work his art. He is very knowledgeable in XHTML/CSS coding and would conform his work to the web standards of the W3 Consortium. The clean html that Yordan has created for our sites has helped in search engine ranking. By way of example, Yordan worked on the slicing and html optimization for the Military Channel project. After the slicing and html optimizations were completed, the number of the site visitors increased multifold with a shift to 80% from search engines.

Yordan is organized, efficient, and capable. Yordan has developed his skill base to perform as lead graphic artist for most sites and campaigns. If he does not understand something, Yordan will tell you and then research it himself to develop an understanding. Through his work, Yordan has matured and has proved himself as a very talented graphic artist.

I would highly recommend him to any organization. Please feel free to contact me at (310) 319-2600.

Very truly yours,

A handwritten signature in black ink, appearing to read "AC", written in a fluid, cursive style.

Anthony Carr  
President