

11.11 ATTACHMENT 11 – KEY STAFF REFERENCE FORM

Instructions:

For each Key Staff role, provide two (2) Individual References from two different Projects cited in the **Attachment 10, Part 2 - Key Staff Minimum Qualification Table**, unless only one (1) project is used that meet the MQs identified in this RFP. If only one (1) cited project meets the MQs, then two references from that project are required. Each Individual Reference must clearly identify the Customer/Client Reference individual and that individual's Agency, Department, Organization or Company where Key Staff performed the experience.

The Individual references must be submitted within the Business Proposal as defined within RFP Section 6 - Proposal Structure and Submission including signature of the customer/client reference.

References:

Provide two customer/client references from customers/clients who have first-hand knowledge of the job skills, experience, and abilities cited in the résumé.

The Consortium reserves the right to contact individuals, entities, or organizations who have had contracts or relationships with the Key Staff proposed for this effort, whether or not they are identified as references, to verify that the person has successfully performed their contractual obligations on other similar projects.

Table 1 - Key Staff Reference Form

| KEY STAFF REFERENCE FORM | |
|--|-----------------------------------|
| Key Staff Name: Blake Weyland | |
| Part 1 – Reference's Information This information should match the information provided in Attachment 10 – Key Staff Resumes/Qualifications . | |
| Customer/Client Reference Name: | CHPH - Prenatal Screening Program |
| Customer/Client Reference Title | Robyn Jimenez / PNS section chief |
| Agency, Department, Organization or Company where Staff member performed: | CHPH - GDSP - PNS |
| Project Title on which Staff member performed | UX Design Lead |
| Reference Phone Number: | |
| Reference E-mail Address: | |

Instruction for References: The Contractor Staff above has listed you as a reference and is requesting for you to complete this Staff Reference Form. Please provide your comments and the appropriate rating based on your experience with the proposed Staff.

- Step 1:** Complete Columns 1-2 in Part 2 by marking "yes" or "no" and providing an explanation if needed.
- Step 2:** Complete Part 3 and provide your performance ratings.
- Step 3:** At the bottom of the page, print your name, your company's name, then sign and date.
- Step 4:** Return the completed, signed Staff Reference Form to Contractor.

| Part 2 – The Reference Must Complete This Table. | |
|--|--|
| COLUMN 1 | COLUMN 2 |
| Did the Contractor provide you with a copy of the completed Attachment 10 – Key Staff Resumes /Qualifications for the Contractor's Staff named at the top of this page prior to your completion of this form? | Did the Contractor's Staff named at the top of this page perform the services described in Attachment 10 – Key Staff Resumes /Qualifications , including the functions as described and the time period provided on the project(s) that lists you as a contact? |
| <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No (If "No" checked, explain here.) |

Part 3 – The Reference Must Complete This Table.

The Reference shall complete performance and abilities statements for the proposed candidate and overall performance rating.

Performance and Ability Statements

1. Describe the performance of the Contractor's Staff during this engagement.

Blake led user experience and design work for the transformation of our prenatal screening software solutions. He worked with program users, stakeholders, and development teams to understand the need from our users and discuss potential solutions. As we migrated to a new technology stack, he walked users through the final changed processes and the application flow.

2. Describe the ability of the Contractor's Staff to perform the contractually, required work in a timely manner.

The work was complete in accordance with deliverables and our delivery timeline and agile sprint delivery cadence.

3. Describe the verbal and written communication skills of the Contractor's Staff.

Verbal and written communications skills are strong. We worked through many sessions viewing prototypes and flows in Figma, as well as refining requirements in development user stories.

4. Describe the ability of the Contractor's Staff to engage in positive working relationships with other coworkers.

Blake worked across stakeholder and user groups to align focus and need on delivering a collectively agreed direction solution. He did this by working with users' and stakeholders' navigation solution constraints, as well as various user and worker needs.

5. Describe the knowledge of the Contractor's Staff in the required areas of expertise.

Blake is well versed in: visual design, product, and human centered design mythologies, such as user interviews, user testing, analytics, modular design, user journey, and application flow mapping.

6. How well did the Contractor handled engagement with end users and User input.

The contractor navigated scheduling and follow up of interviews, testing, focus groups, and training to align users with the new system to understand pain points and frustrations.

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| Part 3 – The Reference Must Complete This Table. The Reference shall complete performance and abilities statements for the proposed candidate and overall performance rating. |
| |
| 7. Would you rehire this person? yes |
| 8. Optional Comments: Blake was fully committed to our project and our program, and his thorough understanding of our program made the entire design and development process productive. |
| On a scale of 1-10, with 1 being the lowest and 10 being the highest, how would you rate this individual's overall performance? |
| 10 |

By signing this form, the Reference is certifying that all information provided on this form is correct.

Robyn Jimenez

California Department of Public Health

Name of Company Reference (print)

7/25/24

Date