

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:	[REDACTED]
Customer/Client Reference Title	[REDACTED]
Agency, Department, Organization or Company where Staff member performed:	[REDACTED]
Project Title on which Staff member performed	UX/UI Director
Reference Phone Number:	[REDACTED]
Reference E-mail Address:	[REDACTED]

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 worked with us originally to convert our e-commerce system to a mobile first responsive site and grew with us to lead our web design across our products as our UX/UI director, understand user flows modular design and our technology base to craft experiences for our users.

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

Blake worked methodically to meet some of our tight promotion deadlines as well and agile sprint cadence requirements with our marketing, product, and development teams.

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

Strong written verbal and written communication skills to work across teams with in our organization to find solutions and clear understanding across groups.

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

Blake mentored and trained several members of our staff and worked across our design, marketing, development, and product teams to move actionable enhancements and promotions into production for our users.

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

Blake understood the modular and repeatable design and brand systems with clear and concise messaging and would aid in getting our users clarity and stakeholders aligned in direction to increase conversion and adoption by members.

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

Interaction with users and understanding their needs was effectively prioritized and vetted across our organization and followed up with analytics metrics to gauge effectiveness and adoption by users.

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 is an exceptionally talented professional with extensive experience in UI/UX design and front-end development, consistently delivering intuitive and visually compelling user interfaces. His strong design acumen and technical expertise make him a valuable asset to any team.

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.

[Redacted]

Name of Reference (print)

[Redacted]

Name of Company Reference (print)

[Redacted]

Signature of Reference

07/15/2024

Date