

MINDCRAFTS | Imhofstr. 71 | 86159 Augsburg | Germany

To

Miami International University of Art & Design

Rosie Zelman

Assistant Director of Admissions

1501 Biscayne Blvd., Suite 100

Miami, Florida 33132-1418

USA

Letter of recommendation for Gabriele Gutwirth

DATE

10/22/2015

Dear Sir or Madam,

Ms. Gutwirth and I have had a close business relationship for 15 years and have managed the advertising agency MINDCRAFTS together for more than ten years. As an agency, MINDCRAFTS develops creative communications solutions for companies such as Audi, MAN, WashTec (75% of our clients are among the world market leaders within their sector).

Ms. Gutwirth is an exceptionally good designer. She has an ability to incorporate customer requirements while considering the developed marketing strategy and produce an effective layout, which in the majority of cases exceeds the predefined communications objectives. In doing so, she masters not only the concept development but also the creative process, production management and quality assurance for a wide range of visual assignments for printed or online solutions. I can highly recommend her for a Masters course of study.

As Creative Director, Ms. Gutwirth was responsible for consulting with our clients on design matters. Our customers respected her expertise, her communications skills and her extraordinary customer focus. Many customers would only accept Ms. Gutwirth as their point of contact.

Alongside her own design activities, Ms. Gutwirth supported and managed our graphic designers in her role as Art Director; she held skills and creative workshops and was responsible for quality assurance for all design drafts before they were sent out to clients.

Ms. Gutwirth's area of expertise significantly exceeds that of the average graphic



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designer. This is exemplified by her distinctive creativity, excellent software skills, meticulous accuracy and interfacing expertise, not forgetting her ability to take a broader view of things.

Ms. Gutwirth was never afraid to tread new paths. On the contrary, she was always actively seeking new ways to resolve communications and design issues. In this respect, she was always an important driving force for us and our clients. She always showed a high level of commitment in facing difficulties, using the opportunity to develop herself further in order to successfully overcome new challenges.

Her ability to combine creativity and functionality as well as her willingness to make good solutions even better ensured her results were always very special.

I am very happy to support Ms. Gutwirth's decision to apply for a place on a Masters course of study, even though I sincerely regret that I will lose her as our Creative Director. For a long time she has wanted to become less involved in advertising and focus more on design aspects, while also deepening her passion for photography. Continuing her academic career is a logical conclusion. I am convinced that Ms. Gutwirth will be very successful in this venture too and therefore recommend her inclusion on the Masters study program at Miami International University of Art & Design.

Sincerely yours,

Uwe Lederle
 Managing Director