



February 8, 2012

To Whom It May Concern:

This letter is to recommend Mr. Bennett Stavelly as a rising creative professional.

I have known Mr. Stavelly for three years both as an instructor in the UCF School of Visual Arts & Design, and as the Director of the E2i Creative Studio at the UCF Institute for Simulation and Training. I'd like to tell you a bit about him in those two capacities.

As a student, Bennett was very self-motivated in both his individual assignments and group projects, in courses involving both creative development and business model development. He has the ability to see both sides of the picture and understand both the creative scope desired, as well as the reality of how to accomplish that scope in the time and budget available. He has good organizational skills, and very good interpersonal skills. He understands both being a team member, and what it takes to lead a team.

Wearing my other hat as lab Director, Bennett interned with us several semesters, and worked on multiple projects with the E2i Creative Studio ranging from developing an e-commerce website for a start-up apparel company, to various designs for learning simulations for a major museum development project that the lab was working on. As a part of that project, he created design concepts, pitched ideas to both our professional team and the museum client, and was part of the early development team for one of the specific learning kiosks that involved research on water conditions in the Florida Everglades.

I consider Bennett a growing asset for any company where he feels he can make a difference. His professional attitude, tenacity and initiative will serve him well as he begins his professional career. If you have any further questions, please do not hesitate to contact me at 407/882-1359, or esmith@ist.ucf.edu.

Sincerely,

A handwritten signature in cursive script that reads "Eileen M. Smith".

Eileen M. Smith
Director
E2i Creative Studio, a Media Convergence Laboratory
Institute for Simulation and Training
University of Central Florida