



CAPELLA UNIVERSITY

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I do not frequently write letters of recommendation for students, but in the case of Jeff Lee, it is well-deserved. I had Jeff in my winter 2006 TS 3100 Fundamentals of Web Application course. I have had several hundred students in this course which I have taught for six years and I would rate Jeff's web design work as being well within the top one percentile in terms of quality.

Evaluation of students' projects is based on concrete web usability principles. Jeff's work consistently achieved high marks in general user-friendliness as demonstrated by his effectively-arranged layouts and well-executed navigational arrangements. In many instances usability professionals (such as myself) and artistic designers differ a great deal in their analysis of websites (in terms of the classic form versus function argument), however Jeff's work consistently incorporates sound usability practices while at the same time provides attractive visual impact. Many web designers know "the how" of building sites, yet fewer understand "the why" of good design. Jeff has mastered both aspects. He shows strong potential to become a very effective web usability consultant.

Sincerely,

Paul R. Gold

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