

**To:**  
Jesper Hjorth  
Interaction Design Intern  
+45 61788222  
hjorth88@gmail.com

Marie Perez  
Innovation Consultant  
Philips Strategy and Design Innovation  
High Tech Campus, Building HTC-33  
5656 AE Eindhoven  
marie.perez@philips.com  
+31630062014

**20 March 2015,**

This recommendation letter is provided at the request of Jesper Hjorth, who has been doing an internship in the Philips Design Innovation and Strategy department from September 2014 till January 2015, and during which I was his mentor.

Within the Philips Design Innovation and Strategy department, and in collaboration with Philips IT, Research, Philips Healthcare, Lighting and Consumer Lifestyle businesses, we are running a Digital Accelerator Lab where we aim to explore new solutions around smart products, connected services, digital platforms and online communities. Our way of working, inspired by lean startup methodology, is holistic, collaborative, and iterative. My role as a design lead is to facilitate multidisciplinary team collaboration, guide concepts exploration, crystallize a strategic vision, and direct execution for solution implementation.

During his internship Jesper found his position as a fully engaged team member, and supported several projects. He developed his user interaction skills from a practical point of view and also from a more strategic point of view. His hands-on expertise was valuable to support the team in building smartphone and tablet apps prototypes: Jesper was involved in making wireframes, defining and documenting user requirements, designing interfaces and preparing graphical assets, setting up and conducting user tests. Jesper's ambition to develop his strategic skills was also appreciated in his exploration of meaningful interactions models for interactive coaching and behavior change solutions.

Beside his design capabilities, Jesper has a great skill to bring in positive dynamics in a team and influence interpersonal exchange. He keeps a positive mindset in challenging situations, is open to discuss areas of uncertainty, and is very constructive towards finding solutions for mutual benefit. As an example, he was a great support in liaising with developers at times where there was a lot of pressure to deliver on time and according to requirements. In general situations he applied his social skills to intuitively pick up where most help was required and intervene where it was most needed; for instance when we had to conduct a user test, even though we had a dedicated people researcher on board, sensing the task was putting a high workload on our colleague, Jesper spontaneously offered to assist. In non-work related situations Jesper also brought his sense of fun and energy to the benefit of the team.

Another area where Jesper showed some talent was in his questioning the why we do things, be it the way we conduct our design process, the areas we are investing innovation in, or the way we engage with end users. The transformational aspect of digital innovation is opening a lot of ethical and philosophical questions, which Jesper was open to discuss and have a point of view on.

Last, Jesper knows how to be persistent to get things done in a manner that is always agreeable and effective.

In conclusion, for his design delivery, proactive social skills, inquisitiveness and persistence, I would highly recommend Jesper.

If you wish to get more information, you are welcome to contact me.

Sincerely,  
Marie Perez