Letter of Recommendation for Latasha Hatcher

Dear hiring party,

My name is Sarah Starks. I'm a product professional coming up on 4 years in my career. When I first met Latasha in 2021, I was a product intern. I had no idea what I was doing. I had just written my first user story, and the only direction I was given was to "work with Latasha on getting a mockup". I only knew what a mockup was from hearing about it in a college class. I was scared to reach out to Latasha - I was scared of saying the wrong thing, or that she would look down on me for being so green, or that I would be bothering her. My fears were baseless - Latasha welcomed me warmly, and worked with me to understand my requirements so she could create a high fidelity mockup within the same day. Latasha treated me with respect, kindness, and patience, and her warm personality quickly made me understand that Latasha was my partner in crime (software development).

Over the years, Latasha and I worked very closely on more complex projects, creating high fidelity mockups and prototypes of multiple variations of complicated workflows. She has the patience of a saint - she spent so much time with me just noodling over iterations, throwing what we could at the wall to see what would stick. Often, we would cycle through countless iterations just to end up right back at her first design as the winner - this never flustered her. We were prepared for any design question from stakeholders, because more often than not she had already created a design for any possibility. This made the product discovery process a breeze - we could get through discovery quickly because Latasha iterates so quickly and efficiently. On top of this, she is incredibly organized, so all designs are easy to find and follow - not just for me as the product manager, but also for the engineering team. Engineers didn't need to waste time asking for designs, because every screen was available and in order, labeled by ticket. Latasha worked closely with engineers to resolve design issues if they came up, ensuring a high quality product got pushed every time.

As our roles grew, so did the scope of our work to include more research. Latasha knows how to conduct thorough research, and put together visually compelling competitor analysis to help drive decision making early in the product discovery process. She helped drive customer interviews earlier in our process to gauge user acceptance of design changes. She used her research to drive innovation in her designs. Even as requirements became increasingly technical, Latasha would drive user-friendly solutions to create a great user experience.

As I've matured in my career, I can say without a doubt that Latasha has set the bar for me on what to expect from a designer - fast, innovative, intelligent, communicative, and pleasant. She is a strong addition to any team. I highly recommend her.

Sincerely,
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