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September 29, 2010

To Whom it May Concern:

I am writing this letter to express my strong recommendation of Shawn Lein for his professional talents in the area of web design, user interaction design, usability, and creative leadership.

I worked with Shawn for over 5 years at WorldDoc, Inc. and he worked directly for me for approximately 2 of those years. Shawn performed many roles for the company from basic graphic design to fully leading our user experience department with direct reports serving under him. One of his most ambitious projects was the full redesign of our consumer-facing website. The redesign was a pinnacle process for which he was fully responsible. It included leading a multi-functional team from every department. He incorporated input from existing and prospective clients, user feedback, industry trends and existing usage data in his analysis. He also incorporated both internal and external usability testing in multiple phases. His amalgamation of both creativity and statistical evidence was both admirable and very effective.

Another significant project that Shawn lead was the design and creation of an online health coaching program called "Healthy Living". This is a revolutionary online program that guides users towards healthier habits. It is both an educational and fun program and has shown tremendous results for WorldDoc. Average results for the 12 week program yield a 30% decrease in breast cancer risk, 10% decrease in colon cancer risk and 24% decrease in blood pressure – from behavior change alone. All of this at little or no variable cost. Feedback from users emphasize that the program is simple, intuitive and fun. I attribute all of these comments to Shawn and his ability to lead design sessions with a multi-disciplinary team to yield effective results.

WorldDoc uses a metric called "Engagement Index" which is a measure of both user adoption and ongoing engagement. In the past few years, Shawn has been held accountable to this metric – with a goal of achieving a 50-100% increase year over year. Since the metric has been implemented, Shawn has not only achieved this goal, but has actually surpassed it (2007 – 89.6%, 2008 – 137%, 2009 – 112.4%). These results prove that his efforts on monitoring the usage of the website and evaluating user feedback to make usability improvements have been highly effective.

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These are but a few examples of Shawn's great accomplishments during his tenure at WorldDoc. I welcome you to contact me directly to further discuss his achievements and talent. I have included my phone number and email below. Congratulations on taking the initial steps to hiring Shawn onto your team.

Sincerely,

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