

COLLEGE OF DESIGN

UNIVERSITY OF MINNESOTA

April 2020

To whom it may concern:

I am writing to recommend Nighthawk Marketing for website design, development, and user-experience services.

Nighthawk Marketing has been working with my team to redesign the website for the University of Minnesota (UMN) College of Design. As an approved Drupal vendor of the entire UMN system, the team at Nighthawk Marketing is thoroughly vetted and comes highly recommended.

The Nighthawk Marketing team began our project by conducting research and analytics in order to recommend content audit and user-experience strategies that could help us to better organize our content and build ownership and buy-in from our many internal stakeholders. They leveraged that work in developing thoughtful and creative wireframes and web designs that will help us share our story with our key audiences. The web designs they developed are data-driven and aligned with our values, mission, and key messages. We value the thoughtful, technical expertise their team has brought to the Drupal buildout.

Throughout the process, Nighthawk's team has consistently impressed both myself and my team with their flexibility, insight, and willingness to go the extra mile. I am confident that Nighthawk Marketing would provide outstanding website design and development services to any organization.

Sincerely,

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Project manager on College of Design website redesign