



To whom it may concern,

I, Karlo Kempis, have worked with Desi von Rothenberg in the capacity of Digital Creative Director for the better part of 1 year.

Desi was employed by myself, and the company (David Jones) as digital designer. Her role encompassed designing and producing digital creative material which would be used by the company on our web-store, digital display advertising, emails and social media campaigns with the vision to raise our digital profile, and aid in the conversion from users to buyers.

It is with great pleasure that I express my absolute satisfaction with Desi's work throughout her tenure with David Jones. At each step of her employment she has shown a work-ethic that is second to none. And she is always there to offer great ideas that compliment the campaign initiatives brought to her. From either a visual stand-point, or a method of execution, her proactive manner has always influenced our projects in the most positive of ways.

She is a designer who loves her work. She loves creating beautiful digital art that our customers really love and every day was a treat to work with such an enthusiastic creative, not to mention an expert in all area's of digital design.

You'll find (if you decide to make the smart decision to hire her), that Desi is as willing to learn as she is to show or offer a better way. She's a problem solver who thinks fast to create innovative solutions to digital creative projects. And her work is some of the best I've seen. You only need look at our new web-store ([www.davidjones.com.au](http://www.davidjones.com.au)) to see the legacy of design standard that Desi has left behind; as she was a fundamental part of creating the design standards that all David Jones digital design work is now based; which in turn is influencing all of our above-the-line visual communications the company will release in future.

I would whole-heartedly hire Desi again without question. And have vowed that if she ever decided to return to the company, a place for her would be kept indefinitely.

I will be more than happy to speak further if required and have only good things to say about Desi.

Best regards,  
Karlo Kempis

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**DAVID  
JONES**