

**October 22, 2021**

**To Whom It May Concern:**

It is my pleasure to write this letter of recommendation for Patric Velasquez. New to the fast-paced world of tech, Patric found his way to PatientPop right after graduating from Loyola Marymount University in 2016, and we have been working together since. Within the first two Quarters of him arriving, the company officially hit hyper growth, meaning his role was quickly expanding and changing. As the longevity of the company became more cemented with rounds of funding and public interest, Patric was quickly exposed to the many different phases of the company's growth, rising to the challenge of wearing multiple hats and became an asset to the creation and the continuous development of roles at PatientPop.

Having been at the company for over five years, Patric's time and commitment has earned him the title as the most senior designer at the company. Patric was awarded "Most Valuable Web Designer" three different quarters in his first two years because he quickly developed a high level of proficiency in his role. Consistently every quarter, Patric has performed above expectations. Outside of his role, Patric has been instrumental in shaping company culture.

Over the years, we have seen Patric excel in his role, while simultaneously stepping up and owning different projects to develop company culture such as: growing our social media by over 2000% in less than 6 months, designing company swag production, and serving as a PatientPop ERG leader. Through his cross-departmental work with most of the teams around the company, Patric has become a great example for fostering both internal and client relationships. Since April 2020, Patric worked closely with Executive team members (including myself), ideating, and spearheading internal and public-facing initiatives in the Diversity, Equity and Inclusion space across the entire company. Patric works to make a positive long-term difference for his peers and can be looked towards for a splash of optimistic realism and constructive feedback.

As involved as he is here, Patric still makes time to carry out his own entrepreneurial ventures, managing Freelance design clients, honing his skills & specializations, and bringing new skills to PatientPop. He has shown a proactive approach to learning and expanding his knowledge base to help accomplish goals. Patric's diverse skill set has placed him at the intersection of design and business development.

Beyond excelling in his day-to-day job, Patric has displayed unwavering loyalty, the ability to see situations both granularly and from a big picture perspective, and a positive attitude when persevering through adversity towards his goals. While his fundamentally sound design approach and commitment to the company have been distinguishers themselves, Patric's unique perspectives and influence are intangibles that makes him a true asset to any company, project, or venture he takes on.

Sincerely,

**Luke Kervin**

Co-CEO & Founder at PatientPop

