

May 11<sup>th</sup>, 2021

To Whom It May Concern:

It is with excitement and pleasure that I offer my recommendation for Dorotea Bajic for candidacy of the Masters of Digital Media (MDM) Program at Ryerson University.

I met Dorotea (Dory) about three years ago through a mutual friend. Although we were acquaintances for quite some time, I could tell how creative and diverse she was right off the bat.

One evening, I received an order for my small business called SnailNail from Dory; who was excited to see what I could create for her but saw so much room for growth in terms of the website and the entire ordering process. Dory took the initiative to reach out to me and offer her skills to grow my business as a whole just so that she could expand her toolbelt. Dory then expressed that she had an idea for a customizer that would allow customers to select different shapes, colours, design difficulty, and more all in one page to make the ordering process smoother. Dory also helped with finding a system in which customers would be able to navigate the customizer to its full potential, as well as one to allow customers to purchase designs that may have been out of stock.

From there, Dory navigated Shopify's own coding language, Liquid, which she taught herself based on her past experiences using html and CSS for E-commerce development. Dory turned my plain 2-page site consisting of a home and product page, to a full website you'd expect to see for any reputable business, consisting of FAQs, product reviews, and eye-catching graphics that helped to incorporate the brand throughout the entire website.

When launch day came, we generated a normal monthly revenue in the first hour. Within the first month of using the customizer, it brought in 200% of the previous total monthly sales. Three months down the road of the new site being in place, revenue has increased over 100% per month, and customers are responding extremely well to the vibrant website as well as the customizer.

Due to this and more, I believe that Dorotea Bajic will be a tremendous asset to the MDM program. She is a business-minded creative who is bold and outspoken who remains an assertive professional. Being Ryerson alumnus myself, I can also confidently say that she adheres to the values that the Ryerson community represents.

Please do not hesitate to reach out if you have any questions,  
Shawna Oh, *Owner of SnailNail*  
snailnail.ca  
contactsnailnail@gmail.com