



Continuing Education, Outreach & E-Learning  
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711 for Wisconsin Relay

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Dear Melissa,

I was initially impressed with Marla Norton's high quality design, her problem-solving abilities and her knowledge of e-commerce sites when I first began working with her in 2009. During the past seven years, she consistently demonstrated all of these qualities and more, and I heartily endorse her for any increase in responsibilities as a marketing communications designer for our division.

Marla is reliable, dedicated and eternally confident that she can address any design problem. Her ability to go beyond design issues to resolving process flow, to researching solutions to web site development or finding new printing options is unparalleled, and it is because of her excellence in this area that I repeatedly asked her to handle the design of the division's collaborative degree program sites. She consistently met or surpassed my expectations for problem-solving under tight deadlines and I appreciate her level of commitment.

Of particular value to me as a Senior Program Manager is Marla's knowledge of e-commerce design. Marla's ability to take the lead in the design phase, to go above and beyond to innovate and experiment with new communication tools, to learn new software programs and her unwavering commitment to further developing her craft, merits a more senior level position. I regularly receive unsolicited praise from students about the ease and elegance of these sites.

Marla quickly learns new technology systems and software that were unfamiliar to her when she first started with UW-Extension, and she also attends optional professional-development seminars on a wide variety of design topics such as printmaking, videography, infographic design, Wordpress, and design thinking. Because of her thirst for design knowledge, I never worry that my sites are out of date despite the rapid pace of technology change. Marla manages to remain cutting edge.

Marla has my highest recommendation for taking on more responsibilities, and I am happy to furnish more details if you would like additional information.

Sincerely,

Crystal Fey  
Senior Program Manager  
University of Wisconsin-Extension  
Continuing Education, Outreach and E-Learning