

Dale Stevens

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TO WHOM IT MAY CONCERN

I am very pleased to provide this reference for Simon Kingsford.

For 20 years I owned and ran a creative agency in Port Melbourne. For well over half that time, I employed Simon. With the benefit of personal experience, I can say that Simon is the most talented person I ever employed.

During those years, the industry underwent revolutionary change. No one managed these changes as well as Simon.

In the beginning, he was the master of traditional 'paper' skills such as graphic design, illustration, typography and print production. As the world changed to 'digital', Simon came to master web design, coding, animation, 3D modelling, video editing and sound production. He loved the challenge of new technology and ran to meet it.

With his unique skill set, you could understand a degree of arrogance, but this could not be further from the truth. Simon is a joy and pleasure to work with.

In his time working for me, he created many memorable projects for clients such as Parks Victoria, the 2006 Commonwealth Games, beyondblue, Vichealth and the Department of Family and Community Services.

I cannot recommend this unique creative talent highly enough. I would be happy to talk to anyone if more detail is required.

Dale Stevens