

To whom it may concern,

I would like to recommend Frank Schalk. I worked with Frank during his time as a contractor through Bay Area Tech Workers for Cisco's SkillZone skills-to-employment pilot project, which I co-lead. Frank demonstrated a can-do attitude toward all aspects of our project. My team's interest is in impactful online learning experiences; I asked Frank to create rapid prototypes of instructional media. He was able to turn out a quality samples, with high interactivity, promptly. He showed initiative in working with the UX and brand aspects of the media he was asked to prototype.

As the project progressed, Frank's duties shifted to marketing for digital media asset creation and design. He worked closely with our marketing team in the creation of still photography and video assets. He also provided substantial assistance in conducting video interviews with industry leaders from across the Internet of Things and Big Data landscape. Frank also assisted in Powerpoint deck creation, focused on branding, imagery and messaging. His work was included in a Cisco Live! presentation; this work is currently being used to socialize the success of SkillZone.

Frank made significant contributions to the telling of the Cisco SkillZone story. His work culminated in the beautiful brochure he created for graduation, with deeply insightful portrayals of our 28 graduating students.

Because of his technical, creative, collaboration, and problem-solving skills, I recommend Frank without hesitation for a wide variety of media development projects.

Sincerely,

Dennis C. Frezzo, PhD
Learning Scientist and Consulting Engineer
Cisco Corporate Affairs Learning R&D
(408) 527-9410
dfrezzo@cisco.com