

****To Whom It May Concern,****

I had the pleasure of working closely with Heather Neises at Serket Technologies, where I led front-end development and was the primary developer implementing the designs Heather created. From the moment she joined, Heather became an indispensable part of the team.

On day one, she was handed the challenge of designing an entirely new feature that would level up our platform—a deeply interactive, data-rich module that pushed the limits of both our UI and AI integration. She jumped in without hesitation and delivered designs that were logically sound, intuitively structured, and aligned with the broader strategic goals of the platform. Working remotely with Heather felt effortless from the start. She was incredibly organized, on top of deadlines, and maintained strong async communication, which made collaboration across time zones seamless and productive.

Right from the start, she scheduled a one-on-one with me to better understand what kind of design handoff format and details would be most helpful on an individual level. She took the initiative to personalize her design handoffs based on the preferences and needs of each developer she worked with, which made collaboration smoother and more efficient across the board. That kind of initiative shows a deep respect for cross-functional teamwork, adaptability, and a genuine desire to make life easier for those around her.

One of my favorite collaborations was the redesign of our mobile app's pen page. Heather invited me into the early UX brainstorming sessions to open up the possibilities, and it was a blast to co-create something with her from the ground up rather than simply develop what had already been scoped. That level of collaboration brought fresh energy to the project and helped us arrive at smarter, more creative solutions. Her ability to fully own the design work freed me to focus on development, and I had full confidence in her deliverables—they were always clean, thoughtful, and implementation-ready.

Beyond day-to-day design, Heather also led the overhaul of our outdated and inconsistent design system. She modernized components and created reusable design widgets that could be applied across nearly all areas of the platform. This not only improved visual and functional consistency, but also significantly boosted the efficiency of both our team and our codebase. She also improved the UX hierarchy across the desktop and mobile platforms, making it easier for users to find what they needed without digging through layers of features. A key priority for Heather was continuously improving the platform's UX flow, which often resembled a spiderweb due to the vast number of interconnected features. Her ability to bring clarity to this complexity made the platform feel more intuitive and navigable for users. And by introducing Figma's new variable feature, she streamlined the handoff process between design and development—accelerating our development cycles and making async communication faster and more reliable.

If you're looking for someone who can bring vision, structure, and real momentum to your product and team—Heather's the one. She combines strategic thinking with a warm, collaborative mindset—making her a joy to work with. I'd work with her again in a heartbeat.

Best regards,

Norbert Farkas

Lead Front-End Developer

<https://www.linkedin.com/in/farkasnorbert90/>