

InstaMed, a J.P. Morgan company
1880 JFK Blvd 12th Floor
Philadelphia, PA 19103

October 5, 2021

Subject: Letter of Recommendation for Alexander Kempf

To whom it may concern,

It is my great pleasure to recommend Alexander Kempf. Alex worked with InstaMed, a J.P. Morgan company as an unpaid UX design consultant while attending UC Irvine's MHCID program. He worked with us from March 2021 to August 2021. The project he worked on focused on our cloud-based payment portal for healthcare providers. The objective was to complete a full usability assessment and make recommendations. The review included a heuristic review, stakeholder interviews, customer interviews, outlining/wireframing, moderated user testing, and a complete conceptual redesign.

During this project, Alex went above and beyond in both the research and the design phase. He spent a lot of time understanding the design intricacies of our payment solutions. His ability to take some of our more complex solutions and deliver functional and practical design options was invaluable to the project.

Alex is very skilled at design. He takes the time to ask the right questions to solve complex design problems. I firmly believe Alex would make a great addition to any user experience or user interface design team. Please feel free to contact me if you have any questions.

Thanks!



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