

April 30, 2024

To Whom It May Concern,

I am writing to recommend Mohan Bhanothu for a UI/UX Designer position. I lead the Product Management team at innRoad and had the pleasure to work with Mohan for over 8 years, from August 2015 through January 2024. Mohan was our Lead UI/UX Designer and successfully drove the design of our entire product suite, which aids independent hotels.

innRoad provides a suite of products for the hotel industry, including hotel operational solutions and guest facing solutions. When I first joined innRoad, the product suite's user interface had significant usability and design issues and needed a major overhaul. Mohan was a UI Engineer at the time, but we quickly identified his design skills and added him to the product management team as a UI designer to begin tackling the product's design issues. Mohan identified the major design and usability issues with the current product and created a new design framework that significantly increased usability and infused the product with a modern design.

Mohan applied this new framework to each of our many product modules, taking care to understand the complex nature of the hotels that our software serves. He also worked extremely well with the product managers and engineers to drive the implementation of the designs in an agile development environment, where he iteratively tweaked designs to further increase usability, as the product was built. The project was a major success and we received rave reviews from our clients about the simplicity and ease of use of the new product designs.

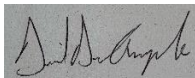
Mohan also excelled in designing several new products that were added to the product suite. I am most excited to speak about Mohan's success in designing the interface for a new Guest Messaging solution, which allows hotels to converse with their guests via SMS. Mohan drove the designs of this product from its inception to completion. He created a clickable prototype, when the product idea was in its infancy, which allowed us to present the product to existing and prospective clients, to gauge the viability of the product. He then refined and expanded the product designs from the project outset through product launch. The product has delighted our existing clients by improving the hotel's operation and driving guest experience. The product has also unlocked new sales of our core product and is driving additional monthly revenue per client. We couldn't be more pleased with Mohan's work on this product.

Mohan has matured into an excellent Lead UI/UX designer and has great natural product and design instincts, which enables him to understand a product's purpose and deliver optimal design solutions, that allow the user to easily complete the desired tasks. I'd like to also highlight some additional traits that have made Mohan an absolute pleasure to work with.

- **Design Skills:** Mohan is an excellent product designer. He has a strong understanding of user-centered design principles and possesses a strong ability to translate complex problems into elegant and intuitive user experiences.
- **Passion and Dedication:** Mohan always goes over and above to ensure success on his projects. He deeply cares about design and ensuring that we provide the best possible user experience for our users.
- **Team Player/Collaboration:** Mohan works great with others and has been a great leader on our team. There isn't a single person on our team that didn't enjoy working with Mohan.
- **Receptive to Feedback/Adaptability:** Mohan is not only receptive to feedback but proactively seeks feedback to further improve his skillset. While he is already a great designer, he is always striving to improve and deliver more value to the company.

In summary, I think Mohan would make an excellent addition to any product design team. I have no doubt that he will continue to excel as a UI / UX designer and deliver great product designs. I would, without a doubt, work with Mohan again. Please feel to contact me at 516-647-0080, with any questions as I'd be more than happy to provide additional feedback on Mohan.

Regards,



David DeAngelo, Vice President of Product Management

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