

To Whom It May Concern,

I worked with Susan for 8 years, first as an intern on the marketing team, then as a Marketing Assistant, and now in my role as Marketing Manager. She was great to work with in all capacities, as a peer, and as I moved up and became her day to day project manager. She is very hard working and willing to go above and beyond to ensure her team and the company has what they need from her to be successful. She takes initiative on many projects and brings her own thoughts and insights to the project rather than waiting to be told what to do. Her impeccable graphic design skills are assisted by the additional copy writing and product knowledge she brings to the table. She is more than willing and capable of assisting in project management and taking on communicating with vendors and suppliers as needed. She makes sure she truly knows the product and the consumer marketplace she is designing for, so that she can bring that relevant perspective to the design process and elevate the effectiveness of her design work. She sees the bigger picture when designing a retail package or customer facing material and brings her insights to the team to help keep the larger sales goals in mind during the design process.

We worked on many licensed brand projects together, from retail packaging and plan-o-grams to sales and trade show materials. And in all cases, she is very skilled at designing the best artwork that still fits within the specified brand guidelines. I relied on her to be the brand guidelines expert, and to know where we could push the limits of the guidelines to get the best design possible for our needs. She has a very good eye for retail packaging and understands how to get the most out of the brand guidelines to produce top tier consumer centered packaging that helps drive sales for the company.

She can be relied upon to get a project done in even the tightest of timelines, as was often the case for us when it came to trade shows, events, and production timelines. As a person to have around the office, there is no one more friendly or who genuine cares about all her coworkers, she shows true compassion and empathy for her coworkers and helps create a positive team atmosphere in any situation. Her passion for design is a motivator to any team or manager she works with, and her graphic design skills and knowledge will elevate any team she works with.

Ashley McIntire

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An Employee Owned Company

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To whom it may concern,

Re: Susan Stout

I have had the pleasure of working with Susan at Battery-Biz for over 16 years where she worked as a Graphic Designer. In my role as a product manager, I worked regularly with Susan on product artwork and collateral items for sales and marketing. Susan is a brilliant and creative professional with many years of experience. She is well versed in the best industry software packages and always picked on and utilized newer systems very well.

When developing new products, I was often faced with a blank page for user manuals or packaging artwork, this did not phase Susan who was able to draft and propose layouts, text and product images to quickly give us a starting point.

Susan also provided very helpful critical review and insights on text written by others, and she routinely applied the written procedures to actual products in order to verify the accuracy of the text.

Susan is always curious about the products we are working with and asked me questions in order better understand the functionality. She would ask to use the products in order to develop the user's perspective and increase her own understanding of the functionality and use cases we were considering.

Susan worked on a wide range of artwork for us, including user manuals, color boxes for retail sales, product rating labels, large point of sale displays and sales collateral.

Please feel free to reach me for any additional information you may need, I will be happy to support Susan on her future endeavors.

Best Regards



Wasi Khursheed

Director of Product Development

Battery-Biz Inc.