



HACU
CREATIVE

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To Whom it may concern

I have known Bruce (Malcom) Robertson for over 20 years now. We both attended NSCAD University together, a leader for education and research in interdisciplinary design and visual communications.

Since then, I have witnessed Malcom grow as a person, artist and designer. He is one of the most naturally talented, creative and witty people I know. While at Cybersurf he took his outdated technology skills and taught himself how to code basic sites in html using dreamweaver, etc. Then he went to a flash course where he excelled and used that in his job, and finally he started to get into CSS and HTML5 prior to him finishing up at Cybersurf.

And while he was at this job he vehemently pursued his art an illustration outside of work, participating in Art wars and setting u[his own little home studio. he had gallery shows, sold some of his art and continued his passion for drawing and making things.

I also had the privilege of working with Malcolm, while I was running my Ottawa agency, Fifty Strategy & Creative, in 2007. He did several freelance jobs for us, from illustrations for a pediatric liver foundation to artists and small business websites and integrated campaigns. His work for us was more of the creative level that Malcolm liked to do, as I believe he was always under-utilized creatively at Cybersurf.

He demonstrated a level of dedication, determination, innovative thinking, and originality in his design work. The great thing about working with Malcolm is that he is mature and can easily understand briefs, and has the where-with-all to research and explore topics concerning any unknowns and analyze it through a reflective practice and process. He is a great critical thinker and can make independent decisions effectively.

His personal communication style, open-mindedness, positive attitude, enables him to develop professional relationships easily. He has shown he can accept criticism and guidance from his peers while also helping to provide constructive criticism back.

It is for these reasons that I highly recommend Bruce Robertson without reservation for a job at any creative agency. If you have any questions regarding this recommendation, please do not hesitate to contact me

Sincerely,
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Founder & Creative Director

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