



NORTHERN MICHIGAN
UNIVERSITY

SCHOOL OF ART AND DESIGN
1401 Presque Isle Avenue
Marquette, MI 49855-5301
906-227-2194 | F: 906-227-2276
<http://art.nmu.edu>

Dear Hiring Committee,

I am pleased to recommend Brady Weller for the position within your organization. I had Brady in AD118 Graphic Design: Foundations, AD218 Typographic Systems, and AD488 Branding and Social Media, giving me the opportunity to watch his development across multiple stages of his design education. Brady was a strong designer from the beginning, but what stands out most is the scale of his growth. By the time he reached AD488, he was producing work with a level of independence, precision, and polish that consistently impressed me and often surprised his peers.

One of the clearest examples of that growth was his cereal box and trifold project in Branding and Social Media. The finished work had the professionalism of a piece that could realistically exist out in the marketplace. Brady developed the character work through his sketchbook, considered how that character could function as a narrative device, and brought the system together through thoughtful branding, layout, and production decisions. What impressed me just as much as the final outcome was his attitude toward critique. Even when the work was already extremely strong, Brady actively sought feedback and used it as a way to keep pushing the project forward.

Brady's work ethic is exceptional. He takes his responsibilities seriously, follows through, and brings a steady, positive energy to the people around him. He is also a kind and thoughtful collaborator who works well in teams and makes others feel at ease. That combination of ability and temperament is uncommon. Outside the classroom, Brady built substantial experience through student design and content work for Northern Michigan University athletics, including Women's Lacrosse, Women's Wrestling, and Esports, along with work for Pinecroft and Champion Hill golf courses, the UP200, Jennings Lawn Care, and his two years as a student designer for the university. Those experiences have strengthened his adaptability, decision-making, and ability to understand the needs of different audiences and brands.

Brady would be a strong addition to any creative team. He combines design craft, strategic thinking, professionalism, an open mindedness toward emerging technologies, and a people-first attitude shaped in part by his background in business and athletic training. More importantly, he is eager to grow, and already producing work at a high level. I recommend Brady Weller with enthusiasm and confidence, and I believe he will continue developing into an even more exceptional designer.

Sincerely,

Tom Adolphs, PhD
Assistant Professor of Graphic Design
Northern Michigan University