

To whom it may concern

I have recently had the pleasure of commissioning Shaukat Ajmeri, of Tamarind18 to design and construct my website Editing for Academics. I am a former university instructor and journalist and my requirements were fairly exacting. I wanted a website that could speak to the academic community in an open way, without being intimidating or verbose.

I was very impressed by the manner in which Shaukat began the project, from initial brainstorming and conceptualization, taking it through right to completion with the greatest skill, timeliness and attention to my objectives and expected outcomes.

I found him to be an extremely good listener, focusing on user experience and making suggestions that could best convert my vision and aims into an effective website format.

He did not curtail or restrict my ideas and yet, he managed to take my fairly broad ideas and come up with a creative design that was sharp and also warm, open and also precise. In other words, he more than adequately reflected my website goals in ways that even I could not actually verbalize. He was able to combine precision and attention to detail, with an overarching strong visual impact, as required for my particular kind of target audience.

A great value of using Shaukat was that he brings a combination of design, writing and publishing skills and knowhow to the table. He is very effective as a result in being able to understand website goals, limitations and efficient ways of achieving objectives.

The design of my website has enabled me to connect most effectively and efficiently with my target audience and grow my business in wonderful ways!

My experience has been extremely smooth and almost seamless in the sense that there has been little anxiety or stress. I find this to be one of the most attractive aspects of Shaukat's work. He is a team player, able to commit to the overall goal; he responds with sensitivity to people; he has great talent and skills and he uses them with care and dedication.

It gives me great pleasure to recommend Shaukat Ajmeri in the highest terms as a creative, consistent and dedicated website designer, writer and publishing expert.

Almas Zakiuddin, Ph.D.

[Editing for Academics](#)

May 11, 2017

Mississauga, Ontario