

CASS HOVERSON

2020 Feedback

To meet our team's needs, Cass has put in the extra effort in her busy days to help communicate and achieve some of our urgent asks. I understand with these urgent asks you have had to work overtime to achieve, but our team truly appreciates it. **You are a valuable partner to work with, and your positive attitude has helped us all continue to feel motivated. Her work always looks good! It's very clear that she cares about her work and takes the time to do it correctly if that's even counter offering our design direction for what's best and feasible for different layouts.** Thank you again Cass for your hard work and flexibility with our team!

Cass is an absolute pleasure to work with. **She is responsive, flexible, reliable and always brings a positive attitude to the table. She consistently delivers on time (often ahead of the deadline) and her work is always quality. Moreover, she's gone above and beyond for our team this year** responding to a number of quick TATs (especially with the ACE sell sheets!). Her dedication to delivering quality results is commendable and we're lucky to have her in our corner!

In my opinion, one of Cass's most **important strengths is that she has that "get it" factor** (not sure what CLL practice that falls under). She's intuitive and **tends to quickly grasp the nature of the request without needing excessive elaboration.** That's a really powerful quality to possess and it'll take her far in her career.

I've been most **impressed with how systematic she is about the DAM training guide;** I can tell she put a lot of work in figuring out how to create a document that anyone could pick up and use. I use it ALL. THE. TIME. **She did a super great job training senior folks on the team,** and totally kept everyone on track and handled questions with grace as they came her way. She really **emphasized the importance of keeping files accessible--** which is such an important design practice, beyond the walls of our Optum world.

I think she's doing her job well-- Anything I list in this section is purely normal stuff that I would expect from someone earlier in their career.

Design confidence! When presenting her concepts, she does a good job (isn't nervous, doesn't ramble, is prepared with something to show on screen)—but she **doesn't necessarily dive into the concept/strategy/why what she did is AWESOME and why we should know/believe it's AWESOME.** I think that comes over time, but I often get the feeling she wants the spotlight off her ASAP when presenting back her work to a group, and is pretty short/scrolls through things quickly. **Honestly, I think she does a better job presenting back to clients than designers!** Which I weirdly get...because you feel like the design expert in front of clients, and in front of a bunch of designers, it can feel a little different. But, I mean, again, not concerned at all about this, but definitely something I've noticed and would expect to improve as her experience continues to grow.

I think she's doing a **great job overall, and I'm happy that she's started taking on new types of projects beyond the DAM stuff!** I've found her to be a **great team player, a good cultural fit with the team, and someone who I'm always excited to work with.** She is super reliable and someone who I can tell wants to do good work.

It is a joy to work with Cass. With the multiple moving parts of a typical project there is never a question Cass will get the ask done...on time and with a positive attitude that comes through her communication style. As a PM that is invaluable and it would be seriously difficult for all of us to be as successful without her in our corner. **She routinely steps up to help problem solve and share advice** before being asked. She instinctively knows what is needed.

I don't know Cass's specific goals or bandwidth so these may not apply:

- With her **talent it would be great to be able to task her with other asset deliverables like social and email banners.**
- Since imagery is such an integral part of most projects **it would be great to hear from her best practices or what we could be doing better as PMs.** Where is she seeing issues, what can be improved.