

PY Media

Level 2, 11-31 York Street, Sydney 2000

15th July 2019

Reference for Jessica McLeod-Yu

Mike Taylor, is Managing Director of PY Media and founder of the Startup Venture "Downunder Crime Buster." Downunder Crime Busters is an Australian animation series, that is in the development phase and will be launched on a global stage in Q3/4 2019

Jessica McLeod-Yu undertook a 4-month internship with Mike Taylor from April 2019 to July 2019.

During her internship, Jessica displayed the following skills and qualities:

- * Proficient illustration skills, assisting in character development and creation
- * Excellent 2D animation skills, including storyboarding, design and character creation. This included design and development of Australian animals (heroes) and Robotic Villains.
- * Development of a comic strip style format for the storyline, "Downunder Crime Busters."
- * Assistance in workshopping of script ideas for the storyline, "Downunder Crime Busters."
- * Proficient social media skills
- * Strong marketing and product, brand strategy
- * Strong content creation skills including graphic design with the Adobe suite of products
- * Excellent knowledge of the animation industry
- * Digital media knowledge and understanding
- * Project management skills
- * Strong creative innovation
- * Working well within a team
- * Working well under guidance and direction

Jessica displayed an outstanding knowledge and understanding of animation and design production.

Jessica also displayed great creative knowledge and innovation. She worked well in a team environment and on her own. She was professional in her work and in her willingness to learn.

I would highly recommend Jessica for any future employment opportunities.

Kind Regards

Michael Taylor

Managing Director/ Co Founder

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