



LETTER OF RECOMMENDATION

TO WHOM IT MAY CONCERN

9/1/2019

I have worked with Ina and Boris from Efficiency Creative Ltd. since March 2018. As external designers and gamification experts they consulted our organization – the AIG Center of Excellence in Sofia – on two projects:

1. Design and production of a board game dedicated to insurance “Express Insurance”.
2. Design and creation of materials for training activities – certificates, cups, stickers, posters

The game was co-authored between Efficiency Creative Ltd. and the AIG Learning and Development team, while the design was fully proposed by Efficiency Creative Ltd. At every step of the project Ina and Boris were swift, professional and extremely helpful. We were able to create a great game within only 20 days which was a truly unforgettable success.

I recommend Efficiency Creative Ltd. not only for their expertise and technical skills, but also for their enthusiasm and can-do attitude. Working with them was a great experience and I will always be grateful for having the chance to work with such professionals.

A handwritten signature in blue ink, appearing to read "Maria Peicheva".

Maria Peicheva
AIG

Trainer – General Insurance
Learning & Development | HR Talent Management

3B Nikolay Haytov Str., Bldg. 7, Sofia 1113, Bulgaria
Tel +359 28003276 | Cell +359 899102497

maria.peicheva@aig.com | www.aig.com