

ELEVATOR UP

August 8, 2018

The Honorable Rick Snyder
Governor
P.O. Box 30013
Lansing, MI 48909

Dear Governor Snyder,

On behalf of Elevator Up, I would like to express our appreciation for the workforce development services provided by West Michigan Works! Elevator Up is a digital innovation firm in Grand Rapids, Michigan. We have been helping companies large and small build business and consumer applications for the world around them since 2004. Our three core areas are Product Foundation, Experience Design, and Digital Product Development.

I connected with Michigan Works! because our company needed its current and new team members trained on specific technology practices. As technology continues to advance at a rapid pace, Elevator Up needed its team members to keep up with those advances. A big part of our business includes User Experience (UX) Design and we found that our current projects had been bottlenecking as current employees were not caught up on necessary skill sets. Clients were asking for higher levels of experience in the areas of User Interface Design (UI) and UX Design, and were looking to bring us into deeper levels of engagement. This required us to have more tools in the areas of technical integrations, consumer research methods, and UX/UI design for designing better digital innovations. From a hiring standpoint, we brought on two new team members, and the On The Job training funding helped us get these team members up to speed. Amanda was the designer we hired and her ability to utilize the tools we were able to provide, allowed her to build a deep understanding of UX design and how it relates to our clients and projects.

Without MichiganWorks! it would have been difficult to financially commit to sending our team members to UX and Service Design programs from one of the nation's leading training providers in those areas. Once the team members returned from training, they gave presentations to the rest of the company to start sharing knowledge and bringing more team members up to speed. It was a great experience and we feel the training has given us a leg up in the industry. Thank you —we so appreciate these services.

Sincerely,



Chad Kirkpatrick
Operations Manager
231-557-2086