

Project Cities & Sustainable Cities Network
Arizona State University
PO Box: 878204
777 E. University Dr.
Tempe, AZ 85287

October 9, 2024

To Whom It May Concern:

I am pleased to share this letter of recommendation for Pranav Jain. Pranav has been a member of the Project Cities & Sustainable Cities Network team in Global Futures Laboratory at Arizona State University since December 2023. Project Cities is an innovative university-community partnership program that connects city partners facing sustainability challenges to faculty experts to develop solutions through project-based learning with undergraduate and graduate students across the university. A key deliverable of each Project Cities partnership is the final summary report. Each final summary report provides project background and context for a municipal staff and leadership, aligns the project to the Sustainable Development Goals, and showcases the student project work through enhanced visual design and communication strategies and elements to more effectively communicate findings and recommendations. The summary reports inspire action, providing city staff and leadership the knowledge and tools to actualize the next steps to sustainability solutions in their communities.

In his role as the Project Cities student Graphic Design & Communications Assistant, Pranav leads the design and digital and print production processes for all summary reports. Since he started in his role last year, he has produced 12 summary reports, totaling more than 1,000 pages of content including hundreds of visual assets such as conceptual vectors, informational presentation models, data visualizations, maps, and icons for six different municipal partners across the state of Arizona. Pranav has excelled in his role, consistently delivering high quality products to Project Cities partner communities. In addition to the reports, Pranav produces other key graphic products and elements as needed to support Project Cities & Sustainable Cities Network activities. Most notably, as Project Cities was selected to participate in the ASU Foundation Moonshot Accelerator inaugural cohort from 2023-2024 – developing and pitching a \$30M proposal to philanthropic donors – Pranav provided critical design support for the final pitch deck that the Project Cities team presented to key high-level donors representing organizations locally in Arizona to nationally across the United States of America.

From his first day in the role, Pranav has exceeded expectations in software proficiency in the Adobe Suite and other relevant creative software. He is adept at quickly and effectively determining layout and overall content design for digital and print products, creating illustrations, visualizing data, editing images, selecting and manipulating typography, and providing any other creative design support to support programmatic efforts. Pranav is fluent in the ASU brand guide while also integrating the communication needs of each partner, adapting design assets appropriately to maintain brand standards and provide effective and persuasive collateral pieces to external collaborators. Most importantly, Pranav embraces and leverages ideation, iteration, and collaboration to guide and shape the design process in all his work. This is an invaluable skill that has led to improved technical communications for Project Cities partners to take ideas from summary reports into action in their communities. Pranav expertly manages multiple projects simultaneously to help our department meet grant deadlines, managing lengthy multi-

month internal and external review processes with the Project Cities team, university faculty, and external community partner subject matter experts. He is able to incorporate feedback from a variety of stakeholders to ensure each summary report makes the student work shine while also positively representing the university and the municipal partner.

I am consistently impressed by his commitment to quality and the creative process. Pranav is incredibly passionate about design, which shows daily in his work on our team. I am confident he will be an asset to any team and organization in which he serves throughout his education and career. Please do not hesitate to reach out to me if you have any questions or would like to discuss his work experience.

Sincerely,



Julia Davis
Senior Program Manager, Project Cities
Sustainable Cities Network
Arizona State University
Julia.K.Davis@asu.edu
602-543-1218