Dr. Viktor Dedic
International Expert in International Marketing,
Business Communication & Soft Skills
Lecturer and Senior Instructor

Contact details will be shared upon request.

Letter of Reference

Vienna, March 8, 2026

I am pleased to provide this letter of reference for Mr. Euklid SULO, whom I have come to know through my international teaching and training activities in Albania and Austria.

Mr. SULO is a highly skilled UX and Product Experience Designer with more than 15 years of professional experience in the fields of graphic design, visual communication, and digital product design. Throughout his professional career, he has consistently demonstrated the ability to combine creative thinking with functional and strategic design solutions.

He began his professional career in an advertising studio, where he gained extensive hands-on experience in various technical production processes, including large-scale outdoor advertising, vehicle branding, pre-press preparation, and printing technologies. This early practical experience provided him with a solid technical understanding of professional design and production workflows.

Later in his career, Mr. SULO worked with VAS Group, a company with activities in both Albania and Austria. In this context, he contributed to the development and implementation of visual communication solutions that strengthened the company's brand identity and digital presence. During this time, he further expanded his expertise in web design, digital branding, and visual communication.

For the past eight years, Mr. SULO has successfully managed his own design studio, where he leads projects in brand identity development, website design, and marketing communication materials. In this role, he has demonstrated not only strong creative abilities but also notable entrepreneurial competence, strategic project management skills, and the capacity to build long-term and trust-based client relationships.

His work is characterized by an effective combination of aesthetic design, user-oriented functionality, and strategic brand communication. Mr. SULO consistently

develops visual solutions that are both visually compelling and practically effective in their application.

In addition, he continuously follows new developments in UX design, digital technologies, and international design trends, enabling him to deliver modern and innovative solutions for his clients and projects.

Based on my more than 30 years of international professional experience as an expert in International Marketing, Business Communication, and Human Resource Development, and my work as a lecturer and senior instructor in numerous European countries, including Albania and Austria, I can confirm that Mr. SULO demonstrates a high level of professionalism, creativity, and commitment.

Particularly in the context of the growing economic and professional cooperation between Albania and Austria, professionals with international perspectives, intercultural awareness, and strong professional expertise are of great importance. Mr. SULO combines these qualities in a convincing manner and has the potential to contribute significantly to international projects and collaborations.

Based on his professional qualifications, creative capabilities, and entrepreneurial experience, I recommend Mr. Euklid SULO without reservation for projects and positions in the fields of UX design, digital product development, visual communication, and international creative and branding initiatives.

Yours sincerely,

Dr. Viktor Dedic