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January 8, 2018

Re: Ariane Criger

Dear members of the selection committee:

It is with full confidence that I nominate Ariane Criger as a “40 under 40” designee.

Ariane Criger represents all that Iowa has to be proud of. She is extremely talented, active in the community, supportive of local causes and artists, and extraordinarily nice. You might say Ariane is the embodiment of “Iowa Nice.” Many people can speak to her philanthropic nature; she participates in many fundraising events, donates blood regularly, connects new business owners with resources, and encourages friends and acquaintances to support local nonprofits.

I have the good fortune of being qualified to speak to her professionalism and talent.

Ariane and I have worked on several projects together since my move to the metro in 2015. In these projects, she has most often been in the role of graphic designer, art director, or brand manager. In every occasion Ariane has been collaborative, client or mission-focused, professional, and dedicated. In addition to these professional traits, Ariane has the innate ability to create or suggest design that is exactly what you wanted, if only you’d known to ask.

For these reasons, I chose Ariane as Creative Director when I launched Des Moines MOVE Magazine for kids in March of 2017. She rolls up her sleeves, keeps us all organized, and provides design that shows she truly understands the mission of the Des Moines MOVE Initiative, as well as the mindset of our elementary readers and their parents/teachers/caregivers.

We have had a phenomenal response to the magazine. Now, 22,000 copies of each issue are requested by elementary schools and caregivers of children. Principals, teachers, counselors, doctors, and parents call us regularly to thank us for the publication. The most frequent compliment—the exciting design!

In Des Moines MOVE, Ariane has created a design that is engaging for the kids and respected by families, caregivers, educators, and sponsors. Through layout, design, and choice of photography, Ariane has captured our desire to educate and encourage our readers to “unplug, move, and connect.”

I am honored to work with Ariane, and I am pleased to nominate her for a “40 Under 40” Designation.

Sincerely,

M. Mandy Houk

Executive Director, MM Media LLC

Publisher of Des Moines MOVE Magazine

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