



February 17, 2021

To whom it may concern:

I had the pleasure of managing Hannah Mei as a UX/UI Designer at Ripl from December 16, 2020 through February 9, 2021. Ripl is a software startup that provides a social media marketing app to small businesses on mobile and web platforms.

During Hannah's time at Ripl, she participated in reviews of Product Requirements Documents; she conducted competitor audits and cognitive walkthroughs; she proposed new designs for product UI; and she joined the team in planning development. Hannah also reviewed user data to better understand product challenges and to help prioritize opportunities for improvement.

Hannah consistently approached team discussions and design reviews with enthusiasm and curiosity. She was a dependable team member with a great attitude; Hannah was willing to iterate through multiple explorations to find a solution that works best for the customer and the company.

I highly recommend Hannah for any position that involves UX/UI analysis, planning, and design for software products.

Please feel free to contact me should you have any questions regarding Hannah's qualifications or experience at Ripl.

Regards,

A handwritten signature in black ink that reads "Carrie Byrne". The signature is fluid and cursive, with a long horizontal line extending from the end.

Carrie Byrne  
Creative & Brand Marketing Director  
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