

10 August 2022

To whom it may concern

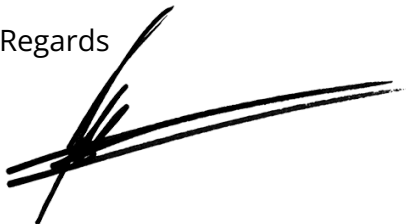
I first met Gabi in 2019, when I was a hiring lead recruiting for a designer to join Yuppiechef's growing team. What really impressed me back then, and what continued to show in all the work that she did during her tenure at Yuppiechef, was Gabi's industrial design chops and that she is a systems thinker. She understands "product" and she's thoughtful in her approach to design — understanding very acutely that design is more than aesthetics.

As a daily user of our self-built email newsletter composing interface, Gabi was instrumental in giving our development team valuable feedback and suggestions for improving both the UI (User Interface) and UX (User Experience) of the tool — continually spotting opportunities for efficiencies and clarity in the workflow.

As a brand designer, Gabi also produced countless, highly-successful collateral for both online and in-store campaigns — always on brand, always on deadline.

Having worked in the design and development industry for 20+ years, and having met, worked with and managed many designers over the years, I can say with confidence that Gabi is the type of up-and-coming designer you'd want on your team.

Regards

A handwritten signature in black ink, consisting of several overlapping, sweeping strokes that form a stylized, abstract shape.

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