

## Reference Letter

To Whom It May Concern,

It is with great pleasure that I am writing this reference letter for my favorite and the most trustworthy visual designer Yin Ling. As the CEO of Ctrip Gourmet List and line manager of Miss Yin Ling, I have witnessed her excellent performance over the past two years. In my perspective, I would like to say that she is very responsible and a great designer without any hesitation.

As the visual design manager of Ctrip, the second largest OTA platform around the world, she has rich experience on design projects with precise attitude. Once we needed to revise the homepage of our Gourmet List APP within a very limited time. Under this circumstance, Miss Yin Ling insisted to optimize the visual experience presented to users instead of only making products go up line. She even stayed up late till midnight for four days in a row to achieve this effect. As a result, the brand with new visual experience received high praises from our users and the conversion rate from our homepage to detail page increased 22%. Due to her aesthetic ability and profound thoughts in design, I feel relieved to let her take charge of any important projects.

Moreover, the most impressive quality of Miss Yin Ling is her strong leadership. She gave professional and efficient guidance to the design team, more than that she also could provide a lot of support to project managers and programmers. As one of the core leaders in Ctrip, Miss Yin Ling has exerted a great influence on our team.

Knowing that Miss Yin Ling is going to further her study in your distinguished university, I feel that her leaving would be a loss for our company. But as her friend, I feel happy that she has the opportunity to realize her dream. With your professional guidance, I believe she could reach her full potential. If you have any question, please feel free to contact me.

Yours,  
Kimi



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