

Li Weiling

CEO of GWOWO, Co-founder of 8BitDo

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Reference Letter

To whom it might concern,

I am the CEO of GWOWO Technology Co., Ltd., and the co-founder of 8BitDo, Li Weiling. I am with great pleasure writing this letter for Marcus Huang who has worked here as an intern for the past year. During his one-year internship, he demonstrated his great potential in design research and enthusiasm in creativity. He was not only able to manage and complete tasks independently but also very collaborative when handling big projects. His strong communicating skills and team spirit allowed him to lead the team at times to tackle difficulties when solving problems at work. His continuous self-learning and independent thinking often resulted in a positive and strong delivery of his basic daily work, including product rendering and photography. All of the above has consequently helped him to gain a much better understanding in how a product materializes and should be presented to consumers in the actual marketing.

When Marcus first visited GWOWO last March, he was with Shenzhen ACCD alumni group. During my presentation of the company to the group, Marcus stood out with his active engagement. He really captured my attention with his sharp questions coming from many different angles. He also presented his full confidence during the interview later on for his

internship, which made me strongly believe he would be a great asset to the team.

During his one year at GWOWO, he thoroughly proved to be a fast learner and an independent thinker. These qualities are shown through his quick improvement in using design software and gaining hands on experience in product commercialization. After work, he often spent time reading design related professional books including *Collective Genius: The Art and Practice of Leading Innovation*, *Delivering Happiness*. He was also able to quickly apply what he gained from reading these books in projects afterwards. It is very impressive to see someone can put newly learnt theories into practice so effectively.

We recently launched a project for people with disabilities. As the project leader, Marcus organized the team to carry out a thorough design research in three aspects – user need analysis, competition analysis and product functionality analysis. After many sessions of research and brainstorming, Marcus proposed three very solid directions this product. We are now implementing them in actual design work. Through this project, I can see Marcus has already gained a certain ability in design management. Nonetheless, there is still a lot of room for him and his potentials to grow in the next chapter regarding time management, workflow and work methods.

With great gratitude towards his tremendous input to the team growth, I wish Marcus all the best when he returns to school. I have every confidence that Marcus will achieve the goals he sets when he puts his mind to it.



Sincerely,
Li Weiling
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