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Date: Dec 01, 2025

Subject: Endorsement Letter for **Jinyang Zhou**

To Whom It May Concern,

I am pleased to write this recommendation letter for **Jinyang Zhou**, who worked with us for four months as a **Product Design Intern**. During this period, she supported several new product development initiatives, contributing extensively to user, market, competitor, and brand research. Throughout her internship, we came to appreciate Jinyang as a **highly dedicated worker, an intelligent and proactive learner, and an ambitious team member**.

One of Jinyang's major achievements was her role as a **core member of a two-person research team**, responsible for completing a comprehensive and complex **user-market-product analysis** focused on multiple user types in the U.S. kitchenware market. Her work laid a strong foundation for the subsequent product development direction. Through this project, she demonstrated strong skills in research synthesis, structured analysis, and visual presentation, as well as a solid understanding of the kitchenware industry and its user-centered design requirements.

The final research outcomes showed clear, well-defined user profiles, pain points, and opportunity areas across both individual users and family users. In addition to user analysis, Jinyang completed a full mapping of existing competitors, identifying product gaps and articulating opportunity spaces with clarity and actionable insight. Her ability not only to gather information but also to transform it into strategic design implications was particularly impressive.

Jinyang also worked seamlessly within our international team environment. Her cross-cultural background and bilingual communication skills made collaboration smooth and efficient. She consistently demonstrated a supportive attitude, reliability, and strong responsibility in every task she undertook.

Although she is still early in her design career, Jinyang shows **remarkable growth potential**. She approaches every opportunity with humility, persistence, and an open-minded willingness to learn. This combination of work ethic, adaptability, and fast learning makes her well suited to thrive in diverse teams and dynamic project environments.

For these reasons, I am confident in recommending **Jinyang Zhou** without hesitation. She would be a strong addition to any organization seeking a motivated, thoughtful, and hardworking young talents.

Sincerely,

A handwritten signature in black ink, appearing to read 'Chen Zhang', written over a light blue horizontal line.

Chen Zhang
EU Regional Manager
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