



Weiwei Cao Persson

Creative Director at eEducation Albert AB

Contact: weiwei@hejalbert.se

Telephone: +765816121

Gothenburg | April 20th, 2022

To whom it may concern,

It is with pleasure that I recommend Leonie Magnusson. She was an intern at Albert AB from September 20th to November 30th, 2021 while she was still attending the University of Gothenburg.

Albert is an EdTech company that offers educational applications for 3–16-year-old children. At present, over 300,000 families have chosen Albert as their after school digital learning platform, a trust of which we are very proud.

Leonie and I worked in direct contact, and she was primary working with:

- Develop and refine user-centered design of physical play and learning items that represent Company brand together with our intern members
- Prototype the design concepts of subscription box, from paper and user stories to interactive physical prototypes
- User testing with the user in target age group and, analysis the test founding

I was able to assess her skills in a variety of ways. Leonie helped us develop solutions that are in harmony with the company's goals and mindset. She has constantly contributed with her skills, being able to apply various research methods, and has demonstrated to be intimately acquainted with design development for/with children.

Along with her creative abilities and technical skills, she has consistently delivered high standard results within the schedule. In summary, Leonie was a joy to work with during her internship.

I strongly recommend Leonie to any prospective employer. Please contact me if you have questions or would like to discuss this further. I can be reached by cell phone at (+46765816121) or via email at weiwei@hejalbert.se.

Sincerely,



Weiwei Cao Persson

Creative Director at eEducation Albert AB

