



Letter of Recommendation

Shambhavi Palni joined Firexit Software Pvt. Ltd. as an intern in January 2023 for a four-month period.

She was assigned to a team working on a movie streaming application. In my capacity as a Director at the company, I had the opportunity to observe as she began her professional journey and the growth that followed.

Her tasks started with remastering posters of old films from 1920s to the 1960s for the modern, mobile-first era. Since films of the said period featured promotional posters printed in large form with intricate designs, they weren't suitable for a mobile interface. Shambhavi understood this well and created faithful renditions of hundreds of posters, modernizing them while retaining their essence.

She then worked on UI and UX of the app, for which she quickly became familiar with Figma. She studied and analysed other streaming applications, gaining insights from their design choices and created UI elements, layouts and pages while documenting her process. The documentation that she wrote continues to be a useful reference for the developers that are now implementing her designs in code.

Lastly, she made truly creative artwork for movie-based merchandise, producing designs that mixed art styles as well as cultural elements. Her works were printed on products such as bags and wall art.

Throughout her internship, I and the team she worked with found her to be timely, hard-working, driven and friendly. She participated in discussions and brainstorming sessions taking keen interest in the bigger picture and shared her ideas and perspectives.

I am certain that she will be a valuable addition to your graduate program and strive to be a model student.

Sincerely,

A handwritten signature in black ink, appearing to read 'Vatsal Ambastha', with a stylized flourish at the end.

Vatsal Ambastha

vatsal@firexitsoftware.com

+91 974 054 7485

Director, Firexit Software Private Limited