



## राष्ट्रीय फैशन प्रौद्योगिकी संस्थान

सांविधिक संस्थान निफ्ट अधिनियम, 2006  
(वस्त्र मंत्रालय, भारत सरकार)

**National Institute of Fashion Technology**

A Statutory Institute Under the NIFT Act, 2006  
(Ministry of Textiles, Govt. of India)

Date: 12/10/2023

### TO WHOMSOEVER IT MAY CONCERN

I have had the experience of working closely with Shambhavi during her undergraduate studies at National Institute of Fashion Technology, Raebareli, and I can confidently attest to her exceptional qualifications, dedication, and passion for design.

As a student in our B.Des (Accessory Design), Shambhavi consistently demonstrated an impressive blend of technical prowess, creativity, and a strong work ethic. Her academic performance has been outstanding, consistently earning high grades in coursework related to UI/UX design. Beyond her academic achievements, what truly sets Shambhavi apart is her commitment to understanding and pushing the boundaries of the field.

Shambhavi has an insatiable curiosity, always eager to learn and explore new concepts in User centric design. She has actively engaged in extracurricular activities, attended workshops, and participated in internships that allowed her to gain real-world experience. Her ability to adapt to rapidly changing technologies and market trends is truly commendable.

One of the most outstanding qualities of Shambhavi is her creative problem-solving skills. She has a unique ability to identify user needs and create user-centred solutions. Her projects and assignments consistently stood out not only for her functionality but also for her aesthetic appeal. Shambhavi has an innate understanding of user psychology, and she applied this knowledge to design intuitive, engaging, and user-friendly interfaces.

Moreover, Shambhavi has excellent communication and teamwork skills. She works effectively in collaborative settings, contributing innovative ideas and fostering a positive, collaborative atmosphere. Her ability to translate complex technical concepts into layman's terms makes them a valuable asset in team discussions and presentations.

I am confident that Shambhavi possesses the qualities and skills required to excel in your Master's program in UI/UX Design. She is not only well-prepared academically but also have the passion and drive to contribute positively to your university community. I have no doubt that Shambhavi will continue to excel in her academic pursuits and make significant contributions to the field of UI/UX design.

In conclusion, I wholeheartedly recommend Shambhavi for admission to your Master's program in UI/UX Design.

Sincerely,

Priyanshu Srivastava

Assistant Professor

Fashion & Communication Department

National institute of Fashion Technology, Raebareli.



डिजाइन, मैनेजमेंट और प्रौद्योगिकी का सर्वश्रेष्ठ संस्थान

**A Premier Institute of Design, Management & Technology**

निफ्ट कैम्पस, दूरभाष नगर, रायबरेली - 229010 उ.प्र. (भारत)

NIFT Campus, Doorbhash Nagar, Raebareli - 229010 U.P. (India)

t +91-535-2702422/26 | f +91-535-27024/29 | [www.nift.ac.in/raebareli](http://www.nift.ac.in/raebareli)

[www.nift.ac.in](http://www.nift.ac.in)