



Dec 30, 2020

Re: Reference Letter for Metehan Ucan

To Whom It May Concern:

This letter is to certify that Metehan Ucan was an employee at Carla Car Rental Inc and was working as a Product Designer Intern from July 20 to Sep 1 and as Product Designer from Sep 1 to Dec 30.

Metehan has been an outstanding member of the team and has become a critical part of the team very quickly. He initially worked on marketing creatives (email, social media and storefront assets) and has quickly proven that he has a great eye for design. His videos have been very well received by our customers. He's then moved onto mobile app design working on critical features for our flagship app, Carla Car Rental. Metehan effectively applied the design thinking process to how he approaches UX. His approach to any task is highly analytical and therefore we wanted to extend his role beyond product design. He assumed the role of product owner for our core scrum team and was able to showcase his strong organizational skills in addition to design, analytical skills. In addition to being talented with "hard" skills, Metehan has exhibited strong potential for leadership. He's able to organize people, influence them without authority. He's also not afraid to challenge the status quo - he's introduced developer/design meetings to improve intra-team communication, rallied the team to use Notion to organize our communication channels in the midst of remote work.

In short, Metehan had a very successful tenure at Carla - although he's been with for only 6 months his contributions certainly exceeded expectations at all fronts and has been much more impactful than what we'd typically expect from a junior college student. I highly recommend Metehan for any product design/product owner/product manager position and certainly hope to work with him again in the future. If you have any questions regarding Mr. Ucan's employment, please contact me at [izi@rentcarla.com](mailto:izi@rentcarla.com).

Sincerely,

A handwritten signature in black ink, appearing to read "Izi Aviyente".

Izi Aviyente  
Co-Founder