



To Whom It May Concern,

I am delighted to recommend Adnan for a role in UX design. From June 2022 to October 2023, Adnan contributed significantly to Alison, consistently demonstrating creativity, technical proficiency, and a keen ability to solve complex design challenges.

Adnan was pivotal in creating visually impactful social media assets, email campaigns, display ads, and major initiatives such as the New Year campaign, Alison Delhi Metro ads, English vertical ads, and the Resume Builder launch campaign. His work directly contributed to a notable increase in learner sign-ups, reflecting the effectiveness of his design solutions.

One of Adnan's most impressive achievements was redesigning the Alison certificate, which resulted in a marked rise in downloads by enhancing its visual appeal and user engagement. Additionally, his development of the Alison Graduate Stories carousel template, which remains integral to our brand's visual identity, highlights his lasting impact.

Adnan's passion for problem-solving and future-focused product design, coupled with his user-first approach, makes him an ideal candidate for any UX role. I have no doubt that he would be a valuable asset to any team.

Please feel free to contact me at apothukutchi@alison.com if you require any further information.

Sincerely,

A handwritten signature in black ink, appearing to read "Aakaanksh Pothukutchi".

Aakaanksh Pothukutchi

Head of Product

www.alison.com