

April 4, 16

To Whom It May Concern:

My name is Nick Law and I am Vice Chairman, Global Chief Creative Officer of R/GA, an international advertising agency based in New York City. I am writing this letter to provide a strong recommendation for Mary Katherine (Kaye) Kagaoan.

Kaye is Smigin's Copy/UI creative, and has provided creative direction for Smigin's products since 2014. As the sole creative of a small language startup, she played a crucial role in the Smigin Travel app redesign, as well as the Smigin language-learning platform, website and promotional materials. Over a short period of time I've seen her creative talents reflected in the high quality of Smigin's written and visual presence.

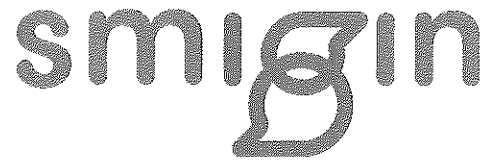
Apart from her outstanding execution of Smigin's copy and UI design, Kaye also produced and edited the promotional video content for Smigin with limited resources and sharp deadlines. She has shown great promise as a designer, and impressive initiative and industry at the coalface of the startup world. I have no hesitation in recommending Kaye. She would be an asset to any team.

Please free to contact me with further questions.

Sincerely,



Nick Law  
Vice Chairman, Global Chief Creative Officer



April 5, 16

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Since she first joined Smigin as a Filipino translator in 2013, Kaye Kagaoan has been an immense asset to the Smigin team. She returned to Smigin as an intern in 2014 and has been our resident creative since she graduated from college.

Kaye has played a major role in Smigin's creative development over the last few years: as an intern, she helped create Smigin's brand voice and identity through graphics, UI design, copywriting, and video. She ideates, produces and manages all of Smigin's creative communication, and consistently delivers high-quality materials despite deadlines and any limitations we had as a small startup.

Kaye is an extremely hardworking, intuitive and multi-talented creative who has always had Smigin's best interests at heart, and I am confident that she would be an asset to any client or team. She has my highest recommendation, and I am happy to provide more details if you'd like additional information.

Sincerely,

A handwritten signature in black ink, appearing to read "SO'Brien".

Susan O'Brien  
Founder/CEO