

02 Feb 2022

To whom it may concern,

I write this letter of recommendation for William Barouch, who we had the pleasure of mentoring during the Dec 2021 - Jan 2022 Uber Work Experience Program powered by Crimson.

My colleagues and I had the pleasures of interacting with a cohort of extremely talented and proactive students from all around the world. They partook in a program where market research, UI/UX, product management and marketing were the core competencies, helping us strategise and research a new ridesharing product.

Throughout the program William showed an interest in the broader workings of Uber as a whole. With genuine interest in learning more about our company, we were delighted to be able to offer mentorship, guidance and exciting opportunities. The Uber Work Experience Program involved a 1 month project based, cohort driven work experience for secondary school students. The program involved undertaking in investigations that included:

- Discussing the pathway into Uber and how it's values sets it apart from other technology companies.
- Working on a case project related to a new product in a new target market
- Gaining project management skills as useful tools to help streamline work and operations when tasked with a project outside of academic curricula.
- Partaking in primary and secondary research about the market to determine the competitive environment and market opportunities
- Understanding the importance of marketing for Uber given the competitive nature of it's offerings.
- Learning Figma to design UI/UX mockups of what the new product would look and feel like for users.
- Learning how to partake in agile development through constant feasibility and validation tests.
- Learning slide deck creation and how to present to company representatives in a professional, articulate and succinct manner.
- Learning consulting frameworks and how to apply strategic thinking to break down problems.
- Working cooperatively in teams with other interns and proactively working on tasks in their own time to solve the internship project.
- Pitching to a panel of industry mentors and Uber representatives through articulation of ideas and recommendations for Uber.

I would highly recommend William for further educational pursuits, future work experience programs or professional undertakings. William was a pleasure to have in the program and we have no doubt he will excel in whatever he undertakes. We wish William well and hope to see him soon.

Kind regards,

Mustafa

Mustafa (Feb 2, 2022 15:35 GMT+11)

Uber

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