

It is a pleasure to write in support of Jieun Lee.

I know Jieun from my tenure at the Royal College of Art in London, where she will soon graduate from her service design MA; and more specifically, as the tutor of her graduation project.

Jieun is a talented designers, highly capable to navigate through the details of a given context, as much as the wider picture. A skill that enables her to very quickly grasp and generate networks of value. Her graduation project is a good display of those qualities, a service that aims to support people living with chronic conditions – where Jieun's team created a new service with the potentially to improve not only people's health management but also their relationship with the NHS.

Over the last couple of years, Jieun showed great evolution as a professional, constantly developing her interests and unique perspectives. A fantastic collaborator, always open to learn from peers and much as to spend them supporting them develop new skills – and was a delight to teach.

If I can be of further assistance, please do feel free to contact me.

Sincerely,



Marta Ferreira de Sá
Partner, Director of Strategy
Rival Strategy Ltd

Date: 13 June, 2019