



December 22, 2014

Dear Sir or Madame,

I had the pleasure of working with Diana Lund during 2014 while she completed a 6 month product design internship in the Jacob Jensen Design | Detao Shanghai studio. During that time, we completed design of 3 products and were in the design process of a 4th product, so Diana was able to experience the entirety of our unique and labour intensive design process in which paper model making is integral. By the end of her internship, Diana was able to build both "sketch" paper models which require the ability to think from 2D to 3D as well as final presentation models which require planning, care, fidelity, and dexterity.

Diana also gained some very real world experience during her tenure in our studio. In addition to the challenges presented by living in China, Diana overlapped a major personnel transition in our studio as nearly the entire management team was replaced in the middle of ongoing projects. This period was extremely difficult and demanding for all involved, but Diana was never fazed by it. She showed up everyday willing to help, stayed late, never showed any signs of frustration or disillusionment, and even managed to laugh when others would lose their temper. Diana's quiet and understated personality was a helpful and calming presence for some of the more dynamic personalities in the studio.

Officially, Diana was with us as an intern, but in reality, she was part of our team. Diana showed a level of maturity evidenced by her ability to excel in a cross-cultural workplace. Diana and her co-designers did not speak the same verbal language but due to her open-mind and patience, Diana was able to successfully integrate, and in turn, the team succeeded. Additionally, Diana's broad range of skills and ability to solve problems were valuable to our interdisciplinary team dynamic. Diana took on new challenges and learned new skills all the way through her final week working with us.

To my surprise, and a little to her own as well, Diana showed talent and passion for graphic design and illustration. In particular, Diana's work on a digital camera for children stood out as exemplary with a keen sensitivity to the creative direction and form language. Diana showed a level of professionalism and autonomy during this process first with her conceptual work, then by taking feedback and doing excellent work refining it to a client ready state.

I am pleased to be able to recommend Diana to you. With a broad range of skills from product design to graphic design, illustration and even design strategy and a willingness to apply herself to any problem, Diana is a great addition to a team.

With best regards,

Vu Chu  
Regional Managing Director  
Jacob Jensen Design | Detao Shanghai