



September 28, 2023

USCIS Vermont Service Center  
30 River Rd.  
Essex Junction, VT 05452

Dear Immigration Officer:

I am pleased to write you this letter of recommendation for Ms. Yifei Wang, a product designer of extraordinary capabilities who is certainly a worthy candidate of an O-1 status in the U.S. that she is seeking. From the work I have personally witnessed her produce on the Audi Asia R&D Center team, I can assure you that Ms. Wang leaves a visual impact of enduring resonance through her layout of design structure, user interface design, graphics, illustrations, user research, and design development work.

My name is Qin "Emma" Li, currently serving as the Head of System Management within the R&D EE Department at Audi China. Audi China represents the Chinese division of Audi, a globally renowned luxury automobile manufacturer and a subsidiary of the Volkswagen Group. Audi China is responsible for overseeing Audi's operations, sales, and marketing efforts within the Chinese market. Over my extensive tenure of more than a decade at Audi China, I was responsible for shaping the user interface and user experience of Audi's Asian infotainment system in the Intelligent cockpit and connected platform service team. Our focus revolves around tailoring the Audi infotainment system to the Asian market, considering local requirements, conducting competitor research, and designing UI/UX to create cutting-edge products that align with customer expectations. As the Head of System Management, I am currently responsible for two groups. One is the project management of infotainment and connect projects, project lead, and steering; At the same time, I am also responsible for project management of the R&D and delivery process of the automotive system. This position has allowed me to make substantial contributions in enhancing the digital interactions for Audi's valued customers in the Asian market, notably making Audi the first international car brand to offer an in-vehicle Android platform. Prior to this role, I served as the Head of the UI&UX Team and Senior UI&UX designer at Audi, focusing on the Audi Connect online service's UI&UX design for the Asian region. Additionally, I have held pivotal roles at esteemed companies such as Sina Com Technology, Motorola Mobility, NFS China, and VIA Telecom, where I honed my expertise in interaction and UI design. Throughout my 17+ years of experience in mobile device and Car infotainment system UX design, and 10+ years of leading UI design teams, my commitment remains unwavering in creating intuitive and visually appealing user interfaces that enhance the overall user experience. I earned my Bachelor of Applied Science in Electronic and Information Engineering from China University of Petroleum, Beijing.

As the Chinese arm of Audi, the company plays a vital role in shaping the brand's presence and success in China. This includes introducing Audi's latest vehicle models, innovative technologies, and customer experiences tailored to the preferences and needs of Chinese consumers. Audi China's operations encompass a wide range of activities, from vehicle manufacturing and distribution to marketing and customer support. During Ms. Wang's time at Audi China / Audi Asia R&D Center, she focuses on localization and innovation for the Chinese, Japanese, Korean, and Taiwanese markets and cohesion of the design process to Audi China and Audi AG. Ms. Wang had leading roles in numerous projects at Audi China, and one that stood out the most was the Modular Infotainment Toolkit (MIB3) + Asterix platform iteration project. As the lead designer in the UX/UI project team, her expertise in UI design was instrumental in shaping the visual and interactive elements of the project. She demonstrated a keen understanding of how to create interfaces that resonate with the diverse user base in the Chinese and neighboring markets, ensuring that the design not only adhered to Audi's global standards but also catered to the unique preferences and needs of the target audience. Ms. Wang's multifaceted role extended well beyond design aesthetics, encompassing extensive market research to navigate the intricacies of the regional automotive technology landscape. Her proficiency in collecting, analyzing, and leveraging market intelligence played a pivotal role in anticipating long-term trends and identifying evolving market needs. This research-driven approach not only aligned the project with current market demands but also positioned it to adapt to shifting consumer preferences. Additionally, Ms. Wang led competitive research initiatives, scrutinizing rival products and technologies, enabling her to pinpoint avenues for differentiation and innovation, ensuring the project's distinction in a competitive marketplace.

Furthermore, Ms. Wang actively participated in workshops alongside Chinese opinion leaders and international trend



experts, facilitating in-depth discussions on future trends. This active participation allowed the project team to harness collective insights and expert perspectives to shape the project's direction effectively. Her dedication to cross-functional collaboration extended to close cooperation with both internal and external engineers and suppliers, culminating in a harmonious and technically robust solution. In her role, Ms. Wang was responsible for the entire user study process, aligning it with the needs of concept development. This entailed autonomously liaising with agencies, formulating questionnaires, conducting user interviews, and summarizing key findings. Her efforts in this regard significantly contributed to the success of interaction design and visual design in the later stages, ensuring that they met customer needs and paved the way for the project's milestones. The positive impact of this innovative product in the Chinese market was substantial, influencing both Audi's brand reputation and market position. Audi's broader corporate success was reinforced by the positive reception of this innovative project.

Ms. Wang has also amassed an impressive array of achievements in the product and UX/UI design industry, solidifying her reputation as a trailblazer in the field of design and innovation. Her remarkable achievements in design and innovation have garnered her international recognition. She was shortlisted for the prestigious Red Dot Award: Design Concept 2023, a testament to her exceptional contributions to the field of design. In addition, her leading role in The Digital Platform Solution for Smart Venues Based on 5G+Internet of Things for BallSoul Technology resulted with an Excellent Product Award at the 2nd National Sports Science and Technology Innovation Competition 2023, underscoring her excellence in the sports technology sector. Ms. Wang's innovative prowess extends to the realm of artificial intelligence and robotics, as she achieved recognition as a Finalist at the 3rd Tsinghua University Guoqiang Institute Cup Global AI and Robot Innovation Competition 2022. Furthermore, she led an award-winning project that received the Intelligent Sports Typical Case Award in 2022, a prestigious accolade chosen by the Ministry of Industry and Information Technology and the General Administration of Sport of China. Additionally, her expertise in UX/UI design garnered significant attention from major Chinese media outlets, including Sina, Sohu, Toutiao, NetEase, China Daily, and Phoenix New Media, solidifying her reputation as a prominent industry leading UX/UI designer. Collectively, these achievements underscore Ms. Wang's exceptional abilities and her significant impact on the fields of design, innovation, and technology.

Ms. Wang's work at Audi China, where she has had critical roles in the MIB3 + Asterix platform iteration project, clearly show that she is an extraordinary product designer and well qualified to receive an O-1 status in the U.S. Her extensive track record of accomplishments and remarkable abilities serve as a testament to her potential to continue shaping the industry through groundbreaking product design that sets new standards for innovation and impact. Without reservation, I provide my full support and recommendation for Ms. Wang to be approved in her O-1 petition. Thank you for your consideration, and if you need to reach me for any questions concerning this recommendation, please do so at [Qin.li1@audi.com.CN](mailto:Qin.li1@audi.com.CN).

Sincerely,

Emma Li  
Head of System Management  
Audi China