



October 16, 2023

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

Re: Yifei Wang Reference Letter for O-1 Petition

Dear Sir/Madam,

My name is Hongtao Zeng, and I am writing this letter on behalf of Ms. Yifei Wang, an extraordinary product designer and user experience/user interface (UX/UI) designer, and I am happy to elaborate on her qualifications as a candidate who merits an O-1 status in America.

As the Co-Founder of BallSoul Technology in Wuhan, China, I oversee collaborative efforts with diverse artists and designers to create digital product designs. Established in 2015, BallSoul Technology specializes in smart venue and IoT management, with notable partnerships like the Chinese Basketball Association. Our core focus on "Digital Operation Management Solutions for Sports Venues" integrates resources across the sports industry, collaborating with over 300 venues nationwide and leading in "smart venues" using technologies like 5G, IoT, and AIoT. In my role as the Co-Founder at BallSoul Technology, I am responsible for formulating the company's development strategy, standardizing systems, planning management, and evaluating the introduction of advanced information technology. I lead and participate in the development of business plans and actively work towards the effective implementation of the company's strategic goals. Beyond my professional endeavors with BallSoul Technology, I have dedicated my career to the fields of sports and education. My experience includes serving as a Professor, Assistant Dean, and Doctoral Supervisor at Huazhong University of Science and Technology's School of Physical Education. My profound passion for basketball is evident through my multifaceted roles, which include serving as the Executive Director of IEEE PES, leading the Rules Group within the Chinese Basketball Association's Referee Committee, holding the position of Deputy Secretary General of the Basketball Branch of the Chinese University Sports Association, and having leadership roles within the Hubei Provincial Basketball Association. Internationally, I've gained recognition in basketball as an International Basketball Referee and Technical Representative, and in 2018, I became the first international basketball technical supervisor in China. My achievements encompass prestigious awards, including the Hubei Provincial Higher Education Teaching Achievement Award and the Wuhan University Teaching Achievement Award, along with the accumulation of numerous patents and software copyrights, and a substantial body of published works that have earned me accolades, including first and second prizes in academic paper competitions and recognition in the field of sports science and technology innovation.

I worked closely with Yifei at BallSoul Technology, and she made an indelible mark at the company, working on some of the most important initiatives across departments. Yifei had a critical role as a product and UX/UI designer on some of our important projects, including the "The Digital Platform Solution for Smart Venues Based on 5G+Internet of Things". This project is a multifaceted solution boasts



an impressive array of intellectual property, including 10 software copyrights and 7 invention patents, underscoring its innovation and uniqueness. Endorsed by the Wuhan Sports Bureau, it operates on the cutting-edge technological foundation of "5G+Internet of Things + AIoT," effectively adopting an advanced management model known as "ERP + SaaS." Within its framework, it establishes a diverse product ecosystem encompassing 5G-driven IoT application venues, venue management SaaS systems, a comprehensive sports platform, event service systems, and a children's sports education and training system. This comprehensive approach offers integrated solutions for sports venues.

For this project, Yifei played a pivotal and leading role in our team, spearheading various critical responsibilities that were instrumental to the project's success. Her contributions included conducting comprehensive research into the global smart sports industry and the target user group. Yifei also played a key role in creating comprehensive product system documents that outlined the user journey, functionality, and design guidelines, serving as the foundational blueprint for the entire project. Moreover, Yifei played a key role in developing project plans, utilizing her keen strategic insight and meticulous attention to detail to create comprehensive, well-structured plans that effectively steered our R&D efforts. Yifei's responsibilities extended to the creation of visual materials for branding, marketing, and fundraising purposes, encompassing the design of logos, visual assets, and promotional materials that adeptly conveyed the project's value proposition. Her in-depth understanding of user behavior was instrumental in creating user-friendly UI/UX designs that harmoniously blended functionality and aesthetics.

Furthermore, Yifei assumed a leading and critical role in overseeing the daily operations of our Research & Development group, showcasing her adeptness in ensuring seamless coordination among team members by skillfully distributing tasks, setting priorities, and fostering open communication channels. She meticulously mapped out project milestones, timelines, and resource allocations, ensuring our team remained unwavering in achieving our objectives. Her role in coordinating development efforts across various platforms was indispensable for the successful launch of systems and updates, maintaining the course of our projects. Beyond her internal leadership, Yifei excelled in cultivating productive and collaborative relationships with external stakeholders and developers. She adeptly served as a bridge between our R&D group and these vital partners, streamlining clear and effective communication. This role necessitated her to translate technical complexities and project intricacies into accessible language for all parties involved, ensuring a shared understanding of project progress and objectives. Notably, Yifei's leading and critical roles made substantial contributions to the project's success, playing a pivotal role in establishing BallSoul Technology as a prominent player in the industry. Furthermore, she excelled in generating multiple patented technologies for our products through the amalgamation of research and advanced technology and design integration. The impact of her leading and critical roles in the project was further affirmed by the project's recognition, including the Intelligent Sports Typical Case Award in 2022 from the Ministry of Industry and Information Technology and the General Administration of Sport of China. The project's excellence continued in 2023, as it secured the Excellent Product Award at the 2nd National Sports Science and Technology Innovation Competition, further underscoring Yifei's integral contributions to our organization's success.



It is also pertinent to highlight some of Yifei's remarkable achievements in product design and UX/UI design. In addition to the accolades achieved by "The Digital Platform Solution for Smart Venues Based on 5G+Internet of Things" project as mentioned above, Yifei's extraordinary abilities were recognized on a global scale when she earned a place on the shortlist at the esteemed Red Dot Award, which honors exceptional design and innovation across diverse product categories. Furthermore, her proficiency in UX/UI design captured the spotlight of renowned Chinese media outlets, among them China Daily, Sina, Sohu, NetEase, Toutiao, and Phoenix New Media. These media features underscored her exceptional career as an outstanding UX/UI designer, solidifying her reputation in the industry. These media showcases underscored her outstanding career as a distinguished UX/UI designer, further enhancing her standing in the industry.

I have had the great fortune to work with many product designers and UX/UI designers during my time at BallSoul Technology as well as several prominent design agencies, and Yifei's extraordinary abilities, vision, and work ethic make her stand out as an invaluable and irreplaceable member of our team. She is an extraordinary product designer and UX/UI designer who had had critical roles in designing for various important projects for BallSoul Technology, such as "The Digital Platform Solution for Smart Venues Based on 5G+Internet of Things" project, which fully demonstrate her unique and exceptional qualifications. I have full belief that Yifei will continue to make substantial contributions to the product design and UX/UI design field, and I provide my highest recommendation for the granting of an approval for her petition for an O-1 status in the U.S. Please reach me at zenghongtao@balledu.com for any additional information you may need.

Regards,

Hongtao Zeng
Co-Founder