



October 11, 2023

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

Re: Recommendation Letter for Ms. Yifei Wang's O-1 Petition

Dear USCIS Adjudicating Officer,

I am pleased to present this letter in strong support of Ms. Yifei Wang's application for O-1 status in the United States. As a highly accomplished product designer specializing in web and digital interface design, Ms. Wang possesses extraordinary abilities that set her apart in her field. Allow me to provide detailed insights into her qualifications, which make her an outstanding candidate deserving of the O-1 status.

I'm Sameer Gupta, and my professional journey has encompassed a diverse range of experiences. Currently, I'm proud to be the Founder of UTHRIVE, a venture I established in April 2021, based in Summit, New Jersey. Prior to venturing into entrepreneurship, I dedicated nearly 9 years of my career to American Express. During my tenure there, I held the role of Director, Product Innovation, where I played a crucial role in leading new product incubation efforts across consumer financial services. My contributions not only had a significant impact on revenue but also deepened customer relationships. I had the opportunity to shape strategy, develop business cases, define customer value propositions, and establish partnerships to launch innovative products. One of my notable achievements was the successful launch and growth of a marketplace for cards, attracting over 3 million customers in just 3 years. Additionally, I introduced industry-first digital personal finance tools for financial and credit education. Prior to becoming Director, I served as a Senior Manager in charge of crafting credit card product strategies, encompassing value proposition and positioning, with a focus on the travel segment. Prior to my tenure at American Express, I gained valuable experience in Corporate Development & Strategy at Birla Group. During my time there, I focused on defining long-term growth strategies, establishing a new joint venture with Japan's Mitsubishi, and overseeing the company's first global acquisition in Peru. My academic journey also includes an MBA in Strategy & Finance from the Indian School of Business, which I earned in 2010. Prior to that, I obtained a Bachelor of Technology degree from the Malaviya National Institute of Technology Jaipur in 2005.

During our collaboration at Uthrive, I had the privilege of working closely with Ms. Wang, where I witnessed firsthand her exceptional capabilities and her dedication to the Uthrive Web Experience Development project. In her role as the web and digital interface designer, Ms. Wang was responsible for conducting UX/UI designs, as well as crafting landing pages and social media materials for our innovative platform. Our platform aimed to empower consumers, ensuring they make the most of their credit cards and never miss out on rewards, all thanks to our proprietary AI-based technology. Ms. Wang's contributions in this capacity were integral to the project's success. During the project's initial stages, she meticulously conducted in-depth research, with a sharp focus on optimizing the user experience. Her skillful integration of innovative concepts, backed by research findings, into the project's overall design was a driving force behind its quality and innovation. Moreover, she took the lead in the concept development phase, leveraging her expertise in web and digital interface design to guide the project's direction. Ms. Wang played a leading and pivotal role in the realm of user interface design, crafting user experiences that were not only user-friendly but also finely tuned for the app's success. Her meticulous attention to detail and design acumen resulted in interfaces that resonated with users, significantly enhancing the overall user experience. She expertly designed clickable prototypes and animations, offering stakeholders and users the opportunity to interact with and vividly visualize the project's vision. Moreover, Ms. Wang went above and beyond by overseeing the meticulous execution of the project's design strategy. With unwavering commitment, she ensured that every detail adhered to the highest standards and remained in perfect alignment with the project's overarching vision. Her keen eye for



precision and her unwavering dedication to upholding design excellence were palpable in every aspect of the project, providing the assurance that it not only met but exceeded expectations. Thanks to Ms. Wang's leading and critical roles and her alignment with our project's theme, a key success factor that significantly contributed to Uthrive maintaining its foothold in the competitive finance industry. As the Founder & CEO of Uthrive, I confidently attest that Ms. Wang's leading and critical roles as a Product Designer were crucial to the success of the Uthrive app launch and the overall success of Uthrive, and her unique contributions could not have been replaced by any other professional product designer.

It is also essential to highlight that Ms. Wang has earned well-deserved recognition and accolades in the field of design and innovation. Her work has been shortlisted for the final judging of the Red Dot Award: Design Concept 2023, a highly respected recognition in the design industry. Additionally, she received the Excellent Product Award at the 2nd National Sports Science and Technology Innovation Competition 2023, highlighting the excellence of her contributions to the sports technology sector. She was also recognized as a Finalist at the 3rd Tsinghua University Guoqiang Institute Cup Global AI and Robot Innovation Competition 2022, reflecting her innovative work in the field of artificial intelligence and robotics. Furthermore, she was the project leader for an award-winning project, receiving the Intelligent Sports Typical Case Award in 2022, a distinction selected by the Ministry of Industry and Information Technology and the General Administration of Sport of China, further emphasizing the significance of her contributions in the realm of intelligent sports innovation. In addition, she was prominently featured in Sina, Sohu, NetEase, Toutiao, Phoenix New Media, and China Daily, all of which are the most influential and widely read sources of information and news in China. Securing a place on not just one but multiple such prominent platforms is a testament to the significance of Ms. Wang's work on a global scale. Collectively, these accolades highlight Ms. Wang's extraordinary abilities and achievements. I am certain that Ms. Wang will continue to enrich the industry with her future projects. Therefore, I offer my highest recommendation in support of Ms. Wang's O-1 petition.

I have come to know and greatly admire Ms. Wang as an extraordinary product designer whose leading and critical roles in various projects have produced incredible design results. Her leading and critical roles in the UTHRIVE app were pivotal to its success and UTHRIVE was able to solidify our position as a strong contender in the niche finance industry thanks to successes such as the UTHRIVE APP. Given her design contributions to the project, Ms. Wang undoubtedly demonstrates that she possesses the full range of extraordinary abilities necessary to continue to make substantial contributions to the web and digital interface industry in the United States. I therefore provide my highest recommendation to the USCIS to approve her O-1 petition. Please do not hesitate to reach out with any questions regarding Ms. Wang and her qualifications at sameer@uthrive.club.

Respectfully,

A handwritten signature in blue ink that reads "Sameer Gupta".

Sameer Gupta