



Reference Letter

Alec Nikolov, born on 12 June 1998, was employed at neon Switzerland AG as an Intern in UX Design (80%) from 4 September 2023 until 29 February 2024. neon Switzerland AG is a startup enterprise, founded in 2017 and located in Zurich and Belgrade, providing a best in-class, low-cost, mobile banking app to its clients in Switzerland.

Alec was responsible for the following tasks:

- End-to-end responsibility for several smaller and larger UX design projects impacting our 200'000 clients
 - Ideation: generating ideas for new solutions; conducting market research (industry trends & competitor analysis)
 - Design: sketching, wireframing, user flows, mockups; UI design, illustration, animation; microcopy
 - Prototyping: low-fi & high-fi prototypes
 - Testing: usability testing
- Designs created primarily in Figma, as well as Adobe Creative Cloud Software
- Experimenting with Midjourney, a generative AI program and service
- Aligning closely with product managers, frontend developers/engineers and other designers, as well as marketing and customer care

His largest projects at neon include:

- UX/UI design for the "explore section" to improve user activation in neon invest tab (trading shares, ETFs, crypto etc.), resulting in a 20% increase in the number of trading users within the first two months
- Redesign of "in-app banners" — a feature to display important information in the neon app
- New animations for the processing of payments, transfers and investments in the app
- UX improvements for search functionality in neon invest tab
- Led the creation of a comprehensive design system

We came to know Alec as a highly motivated, reliable, and committed colleague, who displayed a commendable devotion to his duties and to the interests of the company. In the performance of his duties, he was well organized, always displayed a high level of independence and responsibility, and accomplished his tasks in a timely manner to our complete satisfaction. Alec was appreciated by his colleagues, superiors and external partners for his open-minded, friendly, and helpful character, and was an integral part of the team.

We would like to particularly emphasize that Alec brought a positive energy and fresh perspective to the product team, inspiring his colleagues to question the status quo and consider alternative approaches. As a result, the team was able to introduce new solutions to the app, creating a better experience and overall product for our users. In addition to his ability to inspire change, Alec also




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stood out as an exceptional team player and dedicated designer, who during his six-month internship, was able to leave a lasting and significant impression with both the team and the product.

We would have loved to offer Alec a full-time position with us, but unfortunately none were available within the design team. After completing his internship, he will be taking on a new challenge at another company, where he is sure to have a positive and lasting impact. We thank him for his commitment and his contribution to the success of neon and wish him all the very best for his professional and private future.

Zurich, 29 February 2024



Handwritten signature of Jörg Sandrock in blue ink, written over a horizontal dashed line.

Jörg Sandrock, CEO



Handwritten signature of Zoë Urand in blue ink, written over a horizontal dashed line.

Zoë Urand, UX Designer