



To whom it may concern,

I am pleased to provide this reference for Zack Go Qi Xuan, who has served as a Brand and Creative Specialist at Gate.io. During his time with us, Zack has consistently demonstrated a high level of professionalism, creativity, and initiative in driving forward our branding and marketing efforts in a dynamic and fast-paced environment.

Zack played a pivotal role in the rebranding of Gate.io's social media presence, leading content generation and visual strategy to elevate the brand's public image. Through his efforts, we achieved a 30% increase in follower growth within the first quarter of 2025.

In addition, Zack was instrumental in Gate.io's rebranding campaign in May 2025, where he worked across departments to align brand direction and streamline collaboration. He developed internal guidelines and visual frameworks that significantly enhanced coordination between planning, design, and growth teams.

Zack also made valuable contributions to team development, offering knowledge-sharing sessions on brand identity and art direction, which helped unify visual strategies across different departments. His work extended beyond day-to-day design tasks, including event content support for major campaigns such as the Token of Love Music Festival in Hong Kong, where he provided full creative support for social media execution and engagement.

Zack is not only a fast learner but also a collaborative team player who effectively bridges creative vision with business goals. He is dependable, adaptable, and someone we trust to deliver under pressure.

We are confident that Zack will bring the same passion, skill, and dedication to any organization he joins in the future. Should you require any further information about his work or character, please feel free to contact us via email.

Sincerely,

Flora Zheng
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RDJ-HRBP

