



Royal College of Art
Postgraduate Art & Design

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Reference for Cammy (Kin Man) Sha

As Head of Programme for Service Design Masters at the Royal College of Art, I am writing to recommend our graduate Cammy Sha.

Cammy has studied on the Service Design course for two years, graduating in July 2020. The course is internationally recognized for its excellence in Service Design and is a pioneer in the industry, producing world class graduates who have created transformational outcomes in areas of commercial practice and social issues.

Cammy has been an excellent student throughout the course. Her final project, "Heart to Heart" developed in collaboration with the V&A Museum in London, looked at the healing qualities of art and developed a service using shared viewing of exhibits at the museum to help relationships.

Cammy brings empathy to her work which is well-structured and detailed throughout the service experience. Cammy has been an excellent student and a pleasure to work with.

I can highly recommend Cammy as an excellent service designer.

Yours sincerely

Collaborative



Holistic



Courageous



Plurality



Curious



Inclusive



Transformative



Innovative



People



Purpose



Planet



RCA
Service
Design