



24 Sept. 2026

Pilar Celda Fernández

Head of Design at Kokoro Kids / Apolo Kids

To whom it may concern:

I would like to take this opportunity to recommend **Andrea Algarra Medina**, with whom I have worked directly over the past few years. She was a member of my team in the Design department at **Apolo Kids**, the development company that includes **Kokoro Kids**, from September 2023 to September 2026.

During this time, Andrea has demonstrated a strong ability to adapt to the company's needs and objectives. Over the years, she has continued to broaden her skills, becoming a highly multidisciplinary designer who works in areas as varied as **UX/UI, design and art for video games, the design of marketing materials, video editing, animation, and the development of transactional strategies for CRM.**

One of the qualities I would particularly highlight about Andrea is precisely her ability to take on very different tasks and learn whatever is necessary to complete them successfully. She is responsible when it comes to her work and deadlines, and knows how to adapt to changing priorities and to the needs that arise in day-to-day work.

In addition to her technical knowledge, Andrea is **proactive, takes initiative and has a strong desire to learn.** She is comfortable stepping outside her comfort zone and taking on something she has not done before when it is needed to achieve a goal. I believe this attitude is especially valuable in an environment such as a startup, where needs can change rapidly and it is important to have people who can adapt and find solutions.

It has been a pleasure to work with Andrea over these years and to see her grow professionally and broaden her capabilities.

If you would like further information about her work or my experience working with her, I would be happy to answer any questions.

Kind regards,

Pilar Celda Fernández

Head of Design

Kokoro Kids / Apolo Kids

pilar.celda@apolokids.com

A handwritten signature in black ink, consisting of stylized, flowing letters that appear to be "Pilar Celda".