Sofia Ricci

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September 21, 2026

Glossier
New York, NY

Re: Senior Brand Designer

Dear Hiring Manager,

Glossier's brand lives or dies on small details holding up across packaging, social and retail, and your Senior Brand Designer posting asks for someone who can keep that system consistent while still making new work. That's the balance I've been working on for the last five years.

At Wieden+Kennedy I've led the visual identity on three national campaigns. The case study at the top of my portfolio shows one of them from the first type tests to the final social cutdowns, including the version the client rejected and why the second round worked better. On the same account I built a design system of type, color and layout rules that six product teams now use, which shortened our handoff to developers by about a third and cut down on the off-brand one-offs that used to reach launch.

Before that I spent almost three years in-house at Etsy, so I know the rhythm of a brand team that ships every week: seasonal email campaigns, social templates, and a seller-onboarding redesign we tested against the old flow. That project is the second case study, and it's the one I'd point to for the posting's emphasis on working closely with growth and product partners.

I'd welcome the chance to talk through either project and hear where the brand is heading next. Thank you for taking a look at my work.

Best regards,

Sofia Ricci