

# Sofia Ricci

## Graphic & Brand Designer · Visual Identity

Brooklyn, NY · (718) 555-0150 · sofia.ricci@email.com · sofiaricci.design · linkedin.com/in/sofiaricci

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### SUMMARY

Multidisciplinary graphic designer with 6 years shaping brand identities, campaigns, and digital products. Translates strategy into systems — type, color, layout — that lift engagement and keep a brand consistent across every touchpoint.

### EXPERIENCE

#### Senior Graphic Designer · Wieden+Kennedy

Mar 2021 – Present

New York, NY

- Led the visual identity for 3 national campaigns, lifting social engagement 47%.
- Built a design system adopted across 6 product teams, cutting design-to-dev handoff time 35%.
- Art-directed photo and motion shoots, mentoring 2 junior designers.

#### Graphic Designer · Etsy

Jun 2018 – Feb 2021

Brooklyn, NY

- Designed seasonal campaign assets that raised email click-through 19%.
- Redesigned the seller-onboarding flow, improving completion 12% in A/B tests.
- Created social and display templates that cut creative production time 30%.
- Maintained brand consistency across 4 product surfaces and the marketing site.

#### Junior Designer · Ogilvy

Jul 2016 – May 2018

New York, NY

- Produced pitch decks and campaign comps for 5 consumer-brand accounts.
- Retouched and prepped print and digital assets to spec under tight deadlines.

### EDUCATION

#### B.F.A. Graphic Design · Rhode Island School of Design (RISD)

May 2016

### SKILLS

**Design:** Brand identity, Typography, Layout, Design systems, Motion, Art direction

**Tools:** Figma, Illustrator, Photoshop, InDesign, After Effects

### PROJECTS

#### Portfolio — sofiaricci.design

Selected branding, campaign, and product work with case studies and measurable outcomes.

### CERTIFICATIONS

Adobe Certified Professional — Visual Design