Northeastern University
College of Arts, Media and Design
Art+Design

March 13, 2026

To Whom It May Concern,

I am thrilled to speak on behalf of Giovanna Bruno. I taught Giovanna in 2025 when she was a student in my Identity and Brand Design class. In this setting, I came to know her well, and I cannot think of a student who brings more energy and thoughtful feedback to design inquiry and practice. Throughout the semester, Giovanna consistently demonstrated creativity, professionalism, and a strong dedication to refining her craft.

One of her most notable projects was FizzJoy, an original brand and product concept that she developed from the ground up. Giovanna approached this project with both imagination and strategic thinking, building a cohesive brand identity that included visual systems, typography, color palettes, brand voice, and creative applications. Her work went beyond design aesthetics; thoughtfully considering how each design element contributed to the brand's overall personality, positioning, and impact.

In addition to her creative strengths, Giovanna demonstrated a remarkable willingness to engage with feedback. She consistently sought out critique and applied it with intention, using each round of revisions as an opportunity to elevate her work. Her growth throughout the course was evident in the refinement, clarity, and confidence of her final deliverables. Giovanna is also a spirited collaborator, contributing thoughtful critique and relevant brainstorming for her peers with the same commitment she brings to her own work.

Giovanna's work ethic, enthusiasm, attention to detail, and ability to balance conceptual thinking with polished execution set her apart. She approaches projects with initiative and a genuine commitment to excellence.

I am confident that Giovanna will thrive in roles within graphic design, branding, or UX/UI. She brings passion, discipline, and creative insight to her work, and I strongly recommend her for any opportunity within the design field.

Sincerely,

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