

Designer cover letter

Two sample letters, experienced and fresher. Keep the one closer to your situation, replace the text in [brackets] and every detail with your own.

SAMPLE LETTER: EXPERIENCED

Dear Hiring Manager,

I am writing to apply for the Senior UX Designer role at [Organisation name]. Your HR software is used by small companies that have no HR team at all, and designing for users who are not experts is the problem I have worked on for most of my five years in product design.

At my current company, a B2B SaaS firm in Pune, I lead design for the payroll module. Customers were raising a large number of support tickets every month about salary slips, so I ran usability tests with accountants at twelve client companies and rebuilt the payslip preview. Tickets on that topic fell by roughly half within two release cycles.

I also set up our design review ritual with product and engineering, and I maintain the component library that four squads now use. Handover questions from developers have dropped because specs, states and edge cases live in one place.

I would bring research habits, systems thinking and a steady working relationship with engineers. My notice period is sixty days. My portfolio contains two full case studies from this role, with confidential client data removed.

I would be glad to present one of them to your team.

Regards,

[Your name]

SAMPLE LETTER: FRESHER

Dear Hiring Manager,

I am applying for the Junior Product Designer role at [Organisation name]. I recently completed a four-year design degree with a specialisation in interaction design, and your app for first-time investors is the kind of product where clear screens genuinely matter to people.

During a five-month internship at an edtech startup in Gurugram, I redesigned the onboarding flow for the parent app. I ran eight short calls with parents, mapped where they were dropping off, and tested two Figma prototypes with them. After release, the share of parents who finished onboarding went up noticeably, and my senior asked me to document the flow for the wider team.

I also contributed around forty components to the startup's shared Figma library, including form fields and empty states, working closely with two frontend developers to match spacing and naming with their code.

My portfolio has three detailed case studies with research notes, early sketches and final screens. I would suggest starting with the onboarding study, as it is closest to your product.

I can join within two weeks of an offer and I am comfortable working from your Mumbai office.

Thank you for reviewing my application.

Regards,
[Your name]

BEFORE YOU SEND IT

- Point the reader to one specific case study in your portfolio and say why it fits their product. A hiring manager with ten minutes will open the link you recommend, not browse everything.
- Mention how you worked with developers, copywriters or print vendors. Studios and product teams in India reject many designers not for weak visuals but for messy handovers and missed specs.
- Keep the letter itself plain and readable; do not turn it into a decorated PDF with graphics. Let the portfolio carry the visual work, and check that every link opens without a login.
- If client names or metrics are under NDA, say so in one line and describe results in general terms. Password-protect sensitive case studies and share the password in the letter.