

# Lindsey Houle Desrosiers

## Sr. Graphic Designer

### Skills

#### Lindsey Houle Desrosiers

24 Hope Street  
Acushnet, MA 02743

LindseyHoule1@gmail.com  
HOULEFOLIO.COM

Creative and enthusiastic Senior Graphic Designer with 15 Years of experience leading design projects for both Business to Business (B2B) and Business to Consumer (B2C) brands. Skilled in packaging design, digital and print advertisements and branding for leading CPG brands including Panera Bread and Blount Family Brands. Proficient in utilizing various tools such as Adobe Creative Suite and able to collaborate closely with multi-functional teams to deliver engaging content and impactful designs.

*Major Skills:* Packaging • Brand Marketing and Management • Creative Direction • Print / Digital Design • Photo Editing / Manipulation • Social Media Content Creation • Design for Web • POP and Trade Displays

*Technical Experience:* Illustrator • Photoshop • InDesign • Filmora • CapCut • Canva • Lightroom • iMovie • Canva • Microsoft Office

### Experience

#### Blount Fine Foods / Sr. Graphic Designer

APRIL 2021 - PRESENT, Fall River, MA

- Serve as Lead Designer for corporate, B2B, and B2C projects, designing content for 50+ clients annually using Adobe Creative Suite (Illustrator, InDesign, Photoshop).
- Lead design for CPG retail packaging across Blount's Family Kitchen, Blount Clam Shack, 10+ private label brands, and licensed brands like Panera Bread and Legal Sea Foods.
- Develop and enforce brand guides to ensure continuity across all channels, playing a key role in refining brand strategies.
- Art direct product photo shoots for packaging and marketing materials.
- Direct creative for ad campaigns with online grocery partners (Instacart, Catalina, Ibotta), driving \$7M in Q1 sales across 3 brands.
- Create branded assets for online grocery retailer websites, achieving 98-100% content health scores for 3 managed brands.
- Support trade shows with booth graphics, marketing displays, and materials.
- Collaborate with social media manager to create engaging posts, reels, and ads for Facebook and Instagram.
- Manages one direct report.

#### Blount Fine Foods / Graphic Designer / Project Coordinator

NOVEMBER 2018 - APRIL 2021, Fall River, MA

- Designed marketing displays for grocery and restaurant brands, ensuring brand continuity through style guides.

- Created retail package designs, collaborating with the technical team to meet regulatory standards.
- Developed trade show displays and environmental designs, including wall art murals.
- Photographed and edited product images, maintaining strong file management systems.

#### **Blount Fine Foods / Jr. Graphic Designer / Marketing Coordinator**

MAY 2015 - NOVEMBER 2018, Fall River, MA

- Designed and managed marketing materials, including advertisements for print, web, and social media.
- Created email blasts for sales reps and brokers, and developed presentations and videos for sales meetings.

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## **Education**

#### **Bridgewater State University / Bachelors of Science in Marketing**

AUGUST 2011 - DECEMBER 2016, Bridgewater, MA

#### **Greater New Bedford Voc-Tech / Media Technology (4 Year Program)**

AUGUST 2007 - MAY 2011, New Bedford, MA

Studied and practiced various media related topics including desktop publishing, video, animation, web design, photography and branding.

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## **Awards / Certs**

#### **Strategies that Build Winning Brands**

By Northwestern / Kellogg School of Management

[Certification Obtained: May 2022](#)

Learn to define your brand's positioning, character, and purpose, assess its health, and make strategic portfolio decisions to manage growth. Apply these principles by creating a comprehensive marketing plan tailored to a real-world scenario.

#### **Graphic Design Assessment**

By Indeed.com

[Score: EXPERT · Feb 2020](#)

The graphic design module evaluates knowledge of design techniques and tools to create visually appealing media that effectively communicates concepts.

#### **PINE Award for Excellence in Printing**

#### **For Savor Simplicity Magazine - vol 2**

Since 2007, PINE's Awards of Excellence competition has been the premier symbol of excellence for the print and graphics industry in New England.

[Awarded: 2018](#)