

JOSEPHINE COUSINEAU

GRAPHIC DESIGNER

CONTACT

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[LinkedIn](#)

EDUCATION

Communication Design, B.A.

Elon University

2018 - 2022

Media Analytics, B.A.

Elon University

2018 - 2022

CERTIFICATIONS

Currently enrolled in

Parsons | The New School

UX Design Certificate

Program

Figma Certificate - SaaS

Design

SKILLS

Adobe InDesign

Adobe Photoshop

Adobe Illustrator

Adobe XD

Figma

Prototyping

PowerPoint

Keynote

Mailchimp

WORK EXPERIENCE

Lead Graphic Designer and Creative Content Associate

The Island School | January 2023 - Present

- Executed layout design for diverse materials such as funding proposals, fact sheets, and presentations, ensuring cohesive brand representation
- Developed and designed various print materials, including posters, flyers, and signage, showcasing effective typography skills
- Crafted compelling assets for email marketing campaigns, including email headers, GIFs, and curated photography
- Formulated new strategies and designed the creative content for campaigns, leading to a 20.5% increase in donations compared to the previous year
- Oversaw the management of brand assets, designed new brand elements, and ensured organizational adherence to brand guidelines

Junior Graphic Designer

SAM-LAB | May 2022 - January 2023

- Designed presentation decks for prominent B2B companies, ensuring a cohesive visual identity in line with their unique branding requirements
- Utilized Figma to design mobile mockups for presentations, showcasing user-friendly mobile interface concepts
- Created custom presentation and document templates for clients utilizing Microsoft Word, PowerPoint, Keynote, and the Adobe Creative Suite, for a visually appealing representation of their brand
- Produced website assets, including dynamic animations developed in After Effects
- Performed regular updates on the company website using Webflow, demonstrating a solid foundation in HTML and CSS

Multimedia Designer and Social Media Associate

Necessary Behavior | May 2020 - May 2021

- Curated social media graphics, including campaign ads and brand illustrations
- Designed apparel items such as T-shirts and stickers for the brand store to raise awareness for social issues and contribute to the brand's mission
- Effectively managed and prioritized multiple projects, utilizing self-management skills to meet deadlines
- Scheduled content in alignment with current social media trends to maximize visibility and engagement
- Conducted research to identify trends best suited for our message and target audience, ensuring a strategic and data-driven approach