



Age. 25 years old

Phone. +33 6 51 31 65 97

Portfolio. miadesrousseau.com

Mail. mia.desrousseau@gmail.com

MIA DESROUSSEAUX

Junior graphic designer/ art director

A friendly and always positive person, passionate about brand, print, and packaging design, ready to take on new design challenges!

education

• **Sup de Pub Lyon, École Brassart**
2021 - 2023

Art direction, graphic and digital design Master's degree (apprenticeship)

• **IAE Lyon**
2019 - 2020

Bachelor's degree in multimedia communication (apprenticeship)

• **IUT Jean Moulin Lyon 3**
2017 - 2019

Information and communication technique degree (DUT)

skills

- Photoshop
- Illustrator
- Indesign
- Lightroom
- Figma
- After effects
- Final cut pro
- Procreate
- Excel
- Powerpoint
- Word

languages

- French
Native
- English
Professional working proficiency

professional experiences

Freelance graphic designer

2023 - current

Self-employed, France

- Designed two beauty brands for French influencers, overseeing every aspect of the brand's creative direction—from logo design to the final product photoshoots.
- Directed the art direction and creative vision for two beauty-focused photoshoots, ensuring cohesive visual storytelling and brand representation.
- Created original illustrations and designed packaging for a tea brand.

Graphic designer apprentice

2022 - 2023

Bières Georges (brewery), France

- Designed two unique beer labels and a full suite of marketing materials, including coasters, tabletop displays, posters, data sheets, pump buttons, cups and magnets.
- Directed and edited engaging photo and video content for the brand's Instagram account.
- Developed event announcement designs for partner bars, promoting brand presence and events.
- Redesigned beer leaflets to improve visual appeal and clarity.

Graphic designer apprentice

2021 - 2022

Food factory (photo culinary studio), France

- Designed a 300 pages recipe book on French street food.
- Created the studio's TikTok account from scratch (@lafoodfactory), developing trend-based video concepts that generated high engagement, including one video that reached 500K views.
- Supported the lead photographer with photo retouching and post-production for various shoots, ensuring the final images met high-quality standards.

Graphic designer apprentice

2019 - 2020

SNCF Réseau (French rail infrastructure operator), France

- Managed the design for internal events, producing a variety of graphic materials including banners, leaflets, PowerPoint slides, and stickers to ensure a cohesive visual experience.
- Edited aftermovies of internal events for distribution on company social media platforms, increasing engagement and visibility within the team.
- Redesigned legal documents, to improve readability and visual appeal as well as enhance team efficiency and communication.

Communication assistant internship

april - june 2019

YLLE (sustainable accessories brand), France

- Managed the company's Instagram account, creating and scheduling engaging posts and stories to enhance brand presence and audience interaction.
- Designed print materials, including a headband tutorial to support product promotion.
- Designed engaging visuals for the website's landing page, enhancing brand representation.