



Robyn Lemieux

brand & packaging designer



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Experience

Sterling Brands – Contract Designer

August 2024 - Present

- Design and manage client-facing decks, brand guidelines, packaging, and line extensions.
- Contribute to creative ideation and strategic solutions.
- Oversee multiple projects, ensuring deadlines and quality standards are met.
- Maintain organized project files and adhere to proper naming conventions.
- Prepare production-ready files (CMYK, dielines, print specs) for manufacturers.
- Support ongoing projects and ensure design assets are ready for execution.

Sparrows Nest – Freelance Graphic Designer

September 2022 - January 2025

- Assisted the Creative Director in developing promotional materials for fundraising and community outreach.
- Led the rebranding of the charity's logo and corresponding visual assets.
- Designed event logos, social media graphics, and marketing collateral to maintain a cohesive brand identity.
- Created podcast cover art and supporting visuals for digital platforms.
- Ensured all designs aligned with the charity's mission and target audience.

Sterling Brands – Design Internship

January 2024 - August 2024

- Developed creative concepts, some of which were approved for market launch.
- Collaborated on a mock client presentation with cross-functional interns.
- Attended client meetings and progress updates.

Little Big Brands – Brand Design Internship

June 2023 - August 2023

- Executed projects from concept to production.
- Assisted with color proofing and quality checks.
- Shadowed senior designers in design, print production, and project management.

Education

Fashion Institute of Technology SUNY, NYC

Packaging Design BFA

May 2024

- Summa Cum Laude
- Minor in Ethics & Sustainability

Communication Design AAS

May 2022

- Summa Cum Laude
- Phi Theta Kappa Honor Society

Teaching / Leadership / Community Involvement

Co-Art Teacher

Greenwich Country Day School
September 2021 - January 2024

Aquatics Director

Poughkeepsie Tennis Club
May 2022 - August 2023

Skills

Functional

Brand and Packaging Design • Graphic Design • Web Design • Exhibition Design • Merchandising • Animation • Photography • Marketing • Typography

Technical

Illustrator • Photoshop • InDesign • After Effects • Media Encoder • Dimensions • Acrobat • Pinterest • Canva • Social-media

Soft

Organizational Leadership • Problem-Solving • Communication • Sustainability Advocacy • Entrepreneurship • Teaching