

Adam Desrosiers

Nashua, NH • (978) 778-4724 • adam@adamdesrosiers.com • <https://adamdesrosiers.com/portfolio>

SUMMARY

Senior Designer with more than 12 years at MBA Team / Boston Web Designers, serving as lead creative across many of the firm's highest-profile web, branding, and visual communication projects. Brings expertise in user experience design, brand identity, print, motion graphics, and accessibility to help organizations communicate complex ideas through clear, engaging digital experiences. Has led projects for nationally recognized institutions, public organizations, healthcare providers, manufacturers, nonprofits, and growing businesses, partnering closely with clients from initial strategy through launch, training, and long-term success.

Recognized for combining thoughtful design with practical implementation, collaborative project leadership, and a client-first approach that empowers organizations to confidently manage and evolve their digital presence.

CORE SKILLS

Web & User Experience: Responsive Websites; WordPress & Elementor; HTML & CSS; Information Architecture; User Interface Design

Brand & Visual Communication: Brand Identity; Logo Design; Print & Marketing Collateral; Packaging & Environmental Graphics;

Motion & Multimedia: Video Editing & Motion Graphics (DaVinci Resolve); Hero Banner Production; Basic 3D Asset Editing (Blender)

Accessibility & Collaboration: WCAG Accessibility Best Practices; Screen Reader Considerations; Client Training & Knowledge Transfer

EXPERIENCE

Senior Designer | MBA Team / Boston Web Designers

March 2014 – Present

Lead designer responsible for the creative direction, user experience, visual systems, and branding of client engagements across a wide range of industries. Has served as lead designer on many of the firm's featured portfolio projects, collaborating closely with developers, project managers, content strategists, and clients to deliver websites and visual communications that are both effective and maintainable.

Representative clients include Harvard Medical School, the MBTA Retirement Fund, ATI Systems, Pennichuck Water Works, and numerous organizations in healthcare, legal, manufacturing, education, nonprofit, hospitality, and professional services.

- Lead the design and user experience for client websites ranging from nationally recognized institutions to regional organizations, overseeing projects from discovery and planning through launch and ongoing enhancement.
- Develop cohesive visual systems including website interfaces, brand identities, logos, brochures, trade show materials, presentations, signage, packaging concepts, and supporting marketing collateral.
- Translate complex organizational goals into intuitive user experiences that improve communication, usability, and audience engagement.
- Integrate accessibility best practices throughout the design process, including WCAG-compliant color systems, semantic layouts, keyboard accessibility considerations, and screen reader compatibility for institutional and public-facing websites.
- Produce motion graphics, homepage hero videos, animated visual content, and multimedia assets that strengthen client messaging and elevate brand presentation.
- Work collaboratively with developers to ensure accurate implementation of design intent while balancing technical requirements, performance, accessibility, and maintainability.
- Develop and deliver client training that enables organizations to independently manage and expand their websites following launch, reducing ongoing support requirements while improving long-term client satisfaction.
- Mentor junior designers and freelance creatives through design reviews, creative direction, quality assurance, and project collaboration.
- Contribute to long-term client relationships through continued design evolution, feature enhancements, and strategic visual support across multiple engagements.

Designer, Trainer & Multi-Role Creative Lead | AtomicCafé

1999 – 2014

Directed all aspects of branding, marketing, visual communications, training, and digital presence for a respected specialty coffee business, establishing a broad foundation in customer-focused design and business communication.

- Designed and developed the company's first website and eCommerce platform, establishing its online presence from the ground up.
 - Created a cohesive visual identity spanning signage, menus, promotional materials, packaging, advertising, and in-store graphics.
 - Authored a comprehensive barista training manual adopted internally and by wholesale partners, translating detailed operational knowledge into clear, accessible documentation.
 - Produced marketing copy for both print and digital media while training staff and wholesale customers in product knowledge and customer experience.
 - Helped build a consistent, recognizable customer experience through integrated branding, visual communication, and educational materials
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EDUCATION

Bachelor of Fine Arts — Painting

Beverly, MA 2000

Montserrat College of Art