HEATHERRAE

Heather Rae Lemos
650.670.2262
hrd@heatherraedesign.com
www.heatherraedesign.com

PROFILE

I am a designer who loves to tell your brands story through stunning design and imagery. With over 8 years of experience driving visual design across both print and digital platforms, I have developed a broad range of experience with strong attention to detail. I'm a dynamic leader who thrives in a fast paced environment while working on multiple projects simultaneously and meeting deadlines. With my experience as a team leader, I have developed excellent communication skills within a team and with company leadership. I know the importance of keeping a brand on trend and it's direct impact on brand success. I deliver with new ideas and fresh creativity.

TECHNICAL SKILLS

Adobe Creative Suite: InDesign, Illustrator, Photoshop, Lightroom, Premiere Pro. Microsoft Office: Word, Outlook, PowerPoint. Basic HTML, WordPress, Shopify.

CORE EXPERTISE

Layout, branding, visual identity, and typography • Marketing materials, publication, and package design • Conceptualization and creative development • Art direction, photography, photo manipulation, and editing • Well organized, dynamic leader, and team builder.

EDUCATION

The Art Institute of California – San Francisco, San Francisco, CA
Bachelor of Science in Graphic Design - *March 2014*

WORK EXPERIENCE

theBalm Cosmetics - *April 2014 to December 2021*
Senior Graphic Designer & Product Photographer: Lead designer for product packaging from conceptualization to final product, designed marketing materials from brochures and training manuals to marketing presentations and displays, art directed and photographed content for a social media channel with over 2.5M followers, executed front-end website design for product pages using Shopify.

The Registry - *January 2013 to April 2014*
Graphic Designer/Administrative Assistant: Created promotional material for events; assisted in the organization and execution of event planning; updated website content; communicated and coordinated ad design with media partners, and designed creative elements for the magazine.

KEY PROJECTS

theBalm Cosmetics - *Pin Up*
Designed and art directed packaging for international distribution.

theBalm Cosmetics - Product Photography
Social media art director and product photographer for all social channels.

SCAN HERE TO VIEW MY PORTFOLIO SITE