



HEIDI SANDERS
DESIGN

DHC USA, Inc., San Francisco, CA

CREATIVE DIRECTOR, April 2017-Present
SENIOR ART DIRECTOR, April 2014-March 2017
ART DIRECTOR, December 2012-April 2014
SENIOR GRAPHIC DESIGNER, April 2007-December 2012
GRAPHIC DESIGNER, April 2006-March 2007
JUNIOR GRAPHIC DESIGNER, August 2005-March 2006

Overview: art/creative direction, project management, catalog pagination development, online content planning, advertising/remarketing campaigns, PR, retail, training video/commercial direction, print/photo/stylist vendor coordination, GWP manufacturing.

- Works closely with the CEO and Marketing Director on brand management, product positioning and strategy
- Manages a team of 8 print, digital and video designers
- Art directs/styles/concepts photo shoots for beauty and product photography
- Coordinates photographers, models, stylists, makeup artists and print vendors
- Designs, sources, manufactures and imports GWP items/accessory goods

Wishbone Creative, San Francisco, CA

FREELANCE DESIGNER, 2006-Present
Brand and packaging design for various clients.

Joseph Pedott Advertising & Marketing, San Francisco, CA

PACKAGING DESIGNER/ART DIRECTION, June 2004-August 2005
Managed freelance designers, created budgets and schedules, contracted photographers, art directed photo shoots, sourced vendors, arranged offset/digital printing and managed license agreements. Collaborated with overseas manufacturers to create multi-lingual packaging for European entities.

Thinc Design, Sausalito, CA

LEAD GRAPHIC/PACKAGING DESIGNER, May 2003-June 2004
Brand identity, packaging, textile and product design. Produced illustrated product specs for manufacturing and sourced materials for overseas production.

Cahoots Design Marketing, Boston, MA

FREELANCE DESIGNER • INTERN, May 2002-June 2003
Branding, publications, packaging, website maintenance, vendor coordination.

Education

Syracuse University, Syracuse, NY
College of Visual and Performing Arts
Bachelor of Fine Arts in Communication Design
Concentration in Retail and Consumer Studies
Deans List

Affiliations

Bay Area Beauty Association (BABA) Member

Software

Adobe CC, Office 365, basic HTML, Wordpress, Macintosh and PC

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