

Emma Heinz

EXPERIENCE

MCDONALDS • CHICAGO, IL

senior designer // 2023 – present

- Played an instrumental role in the branding, event design and overall creative efforts for McDonald's Worldwide Convention 2024, a global event of 14,000+ attendees
- Developed comprehensive style guides for various experiential events and the annual internal award show at McDonald's, ensuring consistent and impactful brand representation
- Conceptualized and art directed video graphics, working collaboratively with outside agencies and motion graphic artists
- Served as a brand steward, championing the McDonald's brand to internal and external partners to ensure best-in-class creative across all brand touchpoints
- Fostered cross-functional collaboration across McDonald's to conceptualize and execute creative

THE MARKETING ARM • CHICAGO, IL

art director // 2021 – present

junior art director // 2019 – 2021

- **Clients: State Farm, PepsiCo, California Lottery, Virgin Voyages**
- Launched Jake from State Farm on NBA2K as the first branded non-playable character
- Created and lead an unexpected campaign for State Farm on Pinterest that was so successful it resulted in an ongoing State Farm presence on the Pinterest platform and was featured as a case study on the Pinterest Business website
- Played a key role in re-introducing Jake from State Farm as a spokesperson, concepting and creating content on his Instagram, Twitter and TikTok
- Served on TMA's Women's Initiative to provide support to women of TMA in career development, community and wellness
- Contributed to the State Farm pitch to become the lead agency in Dec. 2020

AVREAFOSTER • DALLAS, TX

art director intern // 2018

- **Clients: Exxon Mobil, Ampersand Health, Texas Capital Bank, Hillwood and DISCOVERY Loyalty**
- Collaborated alongside Senior Creative Directors and Strategists to conceptualize campaign themes & execute designs

CONTACT

eheinz404@gmail.com

(630)-452-4862

heinzemma.com

EDUCATION

BFA GRAPHIC DESIGN // MAY 2019

Texas Christian University — Ft. Worth, TX

AFFILIATIONS

OMNIWOMEN

Member // Chicago

ZETA TAU ALPHA FRATERNITY

Alumna // Texas Christian University

AWARDS

SHORTY AWARD • 2022

Winner in Native Advertising // State Farm

Silver in Branded Content // State Farm

Audience Honor in Native Advertising // State Farm

WEBBY AWARD • 2021

People's Voice Winner // State Farm

AAF FORT WORTH • 2019

Gold & Bronze Student Award

GRAPHIS NEW TALENT ANNUAL • 2019

Silver Award for Advertising Design

SOCIETY OF CREATIVE EXCELLENCE • 2018

Chosen member by TCU Graphic Design faculty

NORDAN SCHOLAR IN FINE ARTS • 2018

Awarded based on portfolio and GPA

SKILLS

Adobe Creative Suite, Figma, Sketch, Keynote, Procreate