

# 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 12,000+ attendees.
- Led creative direction for McDonald's National Field Office Meeting, establishing a cohesive visual identity across webcast, email, registration site, event signage, video, and presentation templates for all U.S. field offices.
- Designed and helped launch McDonald's Fan Store — designed 100+ branded merch items and led product design, photo shoot direction, promotional rollout, and a QR scavenger hunt that turned a one-off brief into an ongoing creative stream.
- Craft internal communications for executive leadership — designing presentations, email templates, infographics and toolkits that turn complex strategies into compelling narratives.
- Collaborate closely with cross-functional partners and external agencies to ensure creative alignment and elevate brand execution across all internal and external touchpoints.
- Serve as a brand steward and strategic design partner to teams across the organization, championing the McDonald's vis id.

### 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 led 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 for Instagram, Twitter, and TikTok.
- Contributed to the successful State Farm pitch that secured TMA as the lead agency in Dec. 2020

### AVREAFOSTER • DALLAS, TX

Art Director Intern // 2018

**Clients: Exxon Mobil, Ampersand Health, Texas Capital Bank**

## CONTACT

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## EDUCATION

### BFA GRAPHIC DESIGN // MAY 2019

Texas Christian University — Ft. Worth, TX

## AWARDS

### IHAF CREATIVITY AWARDS • 2024

Gold in Events, Internal Audience // McDonald's

### ADAGE CREATIVITY AWARDS • 2023

Finalist in Best Use of TikTok // State Farm

### ONE SHOW • 2023

Short List in Social Channel // State Farm

### 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,  
Keynote, Procreate**