

Emma Heinz

Experience

MCDONALDS • CHICAGO, IL

Senior Designer // 2023 – Present

- Co-led creative for McDonald's Worldwide Convention 2024 (12,000+ global attendees), shaping event branding across interiors, exteriors, signage, and digital. Coined official event tagline, "ba da ba ba Barcelona."
- Directed design 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 launched the McDonald's Fan Store, concepting 100+ merchandise pieces and overseeing store launch, merch production, photo direction, and promotional rollout.
- Crafted internal communications for executive leadership, transforming complex strategies into compelling visual narratives via presentations, infographics, and toolkits.
- Partnered with cross-functional teams and agencies to ensure brand consistency across internal and external touchpoints.
- Advanced McDonald's global visual identity system through strategic brand design across organizational teams.

THE MARKETING ARM • CHICAGO, IL

Art Director // 2021 – 2023

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 and designed in-game apparel.
- 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

eheinze404@gmail.com

630.452.4862

heinzeemma.com

Education

BFA GRAPHIC DESIGN // MAY 2019

Texas Christian University – Ft. Worth, TX

Awards

IHA F 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,
Sketch, Keynote, Procreate**