



Digital Designer

Heather Y. He

Irvine, CA

Portfolio Website

www.heatherhe.net

Education

Aug. 2011 - Feb. 2014

Master of Fine Arts (MFA)
Pratt Institute

Brooklyn, New York, United States

Majoring in Digital Arts, concentration on Interactive Arts

Aug. 2006 - Jun. 2010

Bachelor of Fine Arts (BFA)
Nanjing University of the Arts

Nanjing, Jiangsu, China

Majoring in 3D Animation, concentration on 3D Set Modeling

Skills + Software

Practical experience in motion graphics, video editing.

Hands-on experiment with graphic/web design.

A solid foundation in typography, layout, and color.

Strong knowledge of HTML/CSS and JavaScript.

Premiere Pro



After Effects



Photoshop



Illustrator



Figma



Indesign



HTML/CSS + Dreamweaver



WordPress Customization



Contact

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[Linkedin](#)

Work Experience

May 2022 - Present

Cambro Manufacturing, Huntington Beach, CA

Digital Designer

- Collaborated closely with the Digital Marketing Director to conceive and implement digital design concepts that effectively met the needs of the marketing & product teams, surpassing their expectations.
- Accountable for video editing, including new product promotion videos, product installation videos, and product video blogs, as well as creating motion graphics and animating logos and intro titles.
- Teamed up with the Digital Marketing Director and the Digital Communication Manager to produce short clips for social media, create monthly internal email newsletter, and design email blasts for company events.
- Designed and programmed a customized TikTok filter using Effect House to broaden social media reach and elevate brand awareness.
- Produced wireframes, prototypes, and visual designs for a variety of digital products, including websites, mobile apps, and landing pages. Also responsible for updating website banners and assets.
- Developed and maintained design systems and branding guides to ensure consistency across digital products and platforms.
- Occasionally handled packaging design and print materials for company events.

July 2016 - May 2022

ICW Group, San Diego, CA

Multimedia Graphic Designer

- Develop and follow corporate brand guidelines to provide graphic design services per various project requests, such as marketing campaign graphic assets, marketing collaterals, corporate flyers/posters, email banners, logos, packaging, trade show booth design, PPT branding, and social media graphics.
- Design website icons/infographics and collaborate with UX designer to create visual assets for company websites and landing pages.
- Build and maintain the intranet webpages (by HTML/CSS).
- Design/animate motion graphics for corporate internal programs/events.

Feb. 2014 - July 2016

InfoSonics Corporation, San Diego, CA

Graphic Designer

- Worked for the marketing department as an in-house designer by providing a range of creative services. Job responsibilities included website/APP UI design, product packaging/branding, catalogs, product guides, corporate flyers/posters/ banners/brochures/billboards, e-mail newsletter/social media graphics, motion graphics, photography, and other promotional materials.