



HEATHER HE

Senior Digital Designer



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Seeking a position in multimedia graphics and digital/web design.

Portfolio:

www.heatherhe.net

Versatile, hands-on experience in both traditional and digital graphic design, email blasts, social media ads, and presentation decks. Solid foundation in typography, layout, and color theory,

Practical experience in motion graphics and video editing, from concept development to post-production.

Strong web design skills backed by robust knowledge of HTML, CSS, JavaScript, and WordPress customization.

Professional software skills:

Figma, Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe After Effects, Adobe Premiere, Final Cut Pro, Adobe Dreamweaver, WordPress Customization.

[LinkedIn Profile](#)

SKILLS

Figma



Photoshop



Illustrator



Indesign



After Effect



Premiere Pro



HTML/CSS + Dreamweaver



WordPress Customization



EDUCATION

Sep. 2011

Master of Fine Arts (MFA)

Feb. 2014

Pratt Institute

Brooklyn, New York, United States

Majoring in Digital Arts, concentration on Interactive Arts

Sep. 2006

Bachelor of Fine Arts (BFA)

Jun. 2010

Nanjing University of the Arts

Nanjing, Jiangsu, China

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



WORK EXPERIENCE

May. 2022

Digital Designer III (Full-time)

Present

Cambro Manufacturing, Huntington Beach, CA

- 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.
- Produce wireframes, prototypes, and visual designs for a variety of digital products, including websites, mobile apps, and landing pages. Also responsible for creating website visual assets and customizing WordPress platform.
- Collaborate with the Digital Marketing team to produce social media ads/videos, create monthly email newsletter, and design email blasts for company events.
- Occasionally handle packaging design and print materials for company events.

Jul. 2016

Multimedia Graphic Designer (Full-time)

May. 2022

ICW Group, San Diego, CA

- 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

Graphic Designer (Full-time)

Jul. 2016

InfoSonics Corporation, San Diego, CA

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.