







# HEIDICHE


Graphic Designer

 Heidi Che  
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## EDUCATION

 **SVA Continuing Education**  
Information Design  
2013

 **Iowa State University**  
Graphic Design, MFA  
2011

 **Beijing Institute of Technology**  
Industrial Design, BEng.  
2006

## SKILLS

Photoshop / Illustrator / InDesign /  
Microsoft 365 / Figma / Keynote /  
WordPress / Cinema 4D / After Effects

## SPECIALTY AREA

Information Design  
Data Visualization  
Editorial Design  
Branding  
Motion Graphics

## LANGUAGES

**English / Chinese / Korean**  
All with full professional proficiency in  
speaking, listening, and writing.

## WORK EXPERIENCE

### Information Designer @ American Express (2020.12 - Present)

- Research report design
- Presentation template and design for internal communications
- Year-end and milestone videos for celebration event
- Email announcements and newsletters
- Logo design for team/product/service

### Freelancer (2018.01 - Present)

#### » CLIENTS

Labrador(formerly Argyle), TD Ameritrade, The Vitamin Shoppe, MerchantCantos, Text 100, Cloudbeds, Pegasus Solutions

#### » EXPERIENCE

- Annual Report, ESG Report, and Proxy Statement design for various brands including HPE, IBM, GE, Borg Warner, Ventas, Jefferies, ADM, Cognizant, Green Plains, Sprouts, Bloom energy, ADM, and AMN, etc.
- TD Ameritrade Institutional rebranding for marketing materials including collaterals and emails
- The Vitamin Shoppe web banner design and daily email design
- Infographics, eBooks, and report design for Pegasus and Cloudbeds
- IBM Cost of a Data Breach Report

### Information Designer @ Addison (2016.11 - 2018.01)

#### » CLIENTS

Corning, Raytheon, AIG, Prudential, Chubb, Allstate, ConocoPhillips, Celgene, Intuit, Horizon BCBSNJ, and Walmart, etc.

#### » EXPERIENCE

- Proxy Statement, 10-K, Annual Report, CSR, and Report Builder
- Converted complex statements and data into simplified graphs, tables, and charts
- Keynote presentation
- Marked up proofs from financial printer

### Designer @ Dentsu Creative mcgarrybowen (2011.07 - 2016.11)

#### » CLIENTS

Verizon, JCPenney, JPMorgan Chase & Co., Intel, Crayola, Burt's Bees, Burger King, Brand USA, Canada Dry, and 7 UP, etc.

#### » EXPERIENCE

- Created and updated 100+ guidelines and toolkits for Verizon, Chase, JCPenney, Canada Dry, Mott's, and iFit, etc.
- Designed digital and print marketing materials
- Managed and organized brand assets
- Designed responsive weekly emails for Burt's Bees
- Worked on pitch projects including Intel, Toblerone, and Brand USA