



PORTFOLIO

— GRAPHIC DESIGN —

HEIDI YANCEY

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Graphic Designer

May 2022 - Present

I am currently working at GHP Group as a Graphic Designer. GHP Group sells a variety of outdoor products. While at GHP Group I have been able to work on projects for Target, Kroger, Walmart, Costco, Lowes, Home Depot, Bass Pro Shops, ACE, TSC, and others.

Projects include:

- Presentations, Proposals, & Decks
- Packaging
- IM – Manuals
- Pull-Up Banners
- Enhanced Content
- Web Graphics
- Social Media Posts
- Social Media Banners
- Sales Sheets
- Trend Guides
- Templates
- Survey Graphs
- Posters
- Image Clean Ups
- Mockups
- POPs
- Catalogs
- Brochures
- Pamphlets
- Foam Boards
- Box Labels
- Hang Tags
- Tent Cards



Banners

For our tradeshow, I’ve designed two impactful banners to showcase both our patio heaters and pellet heaters, each tailored to highlight the unique features of these products.



Package

The packaging for the HotShot Pizza Oven is designed to be both functional and visually striking, ensuring it stands out on the shelf while protecting the product during shipping. The exterior features vibrant, high-resolution images of the pizza oven, instantly conveying the delicious results it can deliver. Additionally, the package highlights key features like its rapid heating capabilities and durable construction through bold text and intuitive icons. This eye-catching design is crafted to capture the attention of customers and entice them to explore the exceptional features of the HotShot Pizza Oven.



Social Media

Designing social media posts to sell products and communicate features and benefits requires a careful blend of eye-catching visuals and clear, concise messaging. Each post should capture attention while effectively showcasing the product’s unique advantages. For example, I created a series of HotShot social media posts for a Father’s Day promotion at Home Depot. These posts strategically highlighted the product’s key features and benefits, using bold imagery and targeted messaging to engage the audience. By combining appealing design with a focus on the promotion, the posts were crafted to drive sales and generate interest during the campaign.

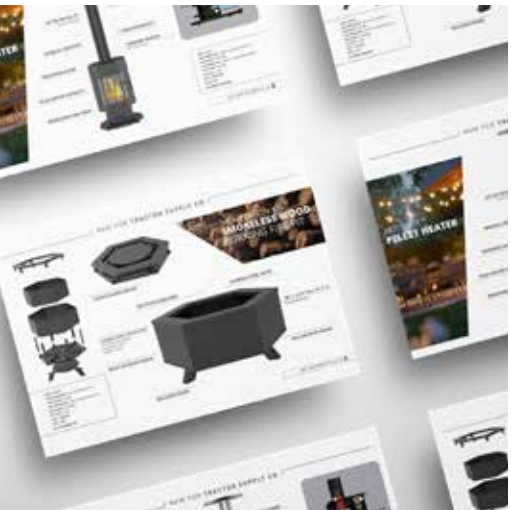
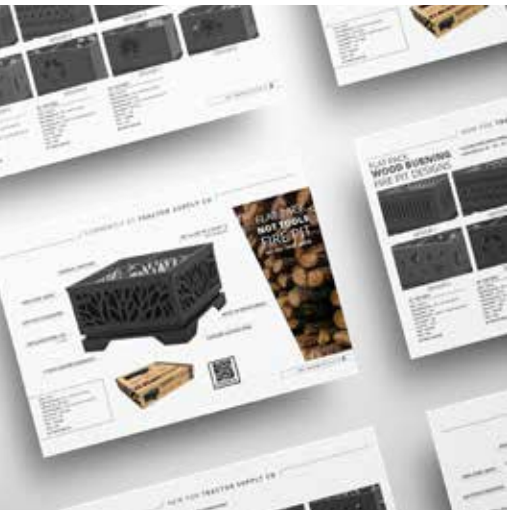
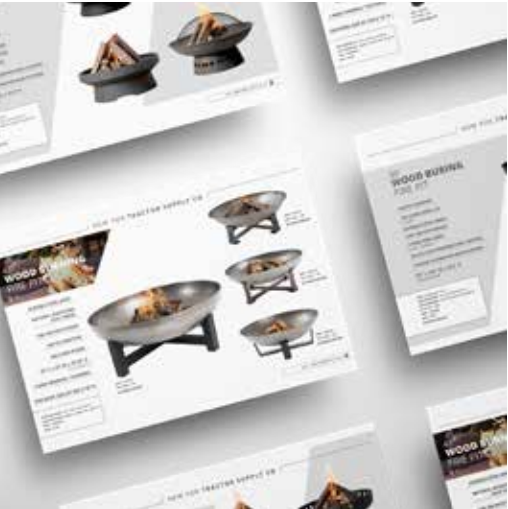


Banners

These Bond Platinum banners are designed to effectively highlight key features and benefits. Each banner is meticulously crafted to showcase the product’s standout qualities, with striking visuals and clear, concise messaging that captures attention and conveys the value proposition.

Flyers & Brochures

This flyer and the accompanying brochure were created to showcase our premium collection with an elevated and clean design. Distributed both at trade shows and via email, they were crafted to provide a sophisticated and polished presentation, ensuring that our collection stands out and leaves a lasting impression on potential clients.



Product Decks

Product decks are vital marketing tools that offer a detailed overview of a product’s features, benefits, and value propositions. They are designed to clearly communicate the product’s unique selling points and facilitate understanding. I incorporate high-quality images, detailed product specifications, and a thorough breakdown of features and benefits, all presented in a visually appealing format.

Banner

This banner for the Flat Pack fire pit is crafted to captivate attention with its vibrant imagery and bold text, emphasizing the fire pit’s warmth, ambiance, and ease of assembly to attract potential buyers.

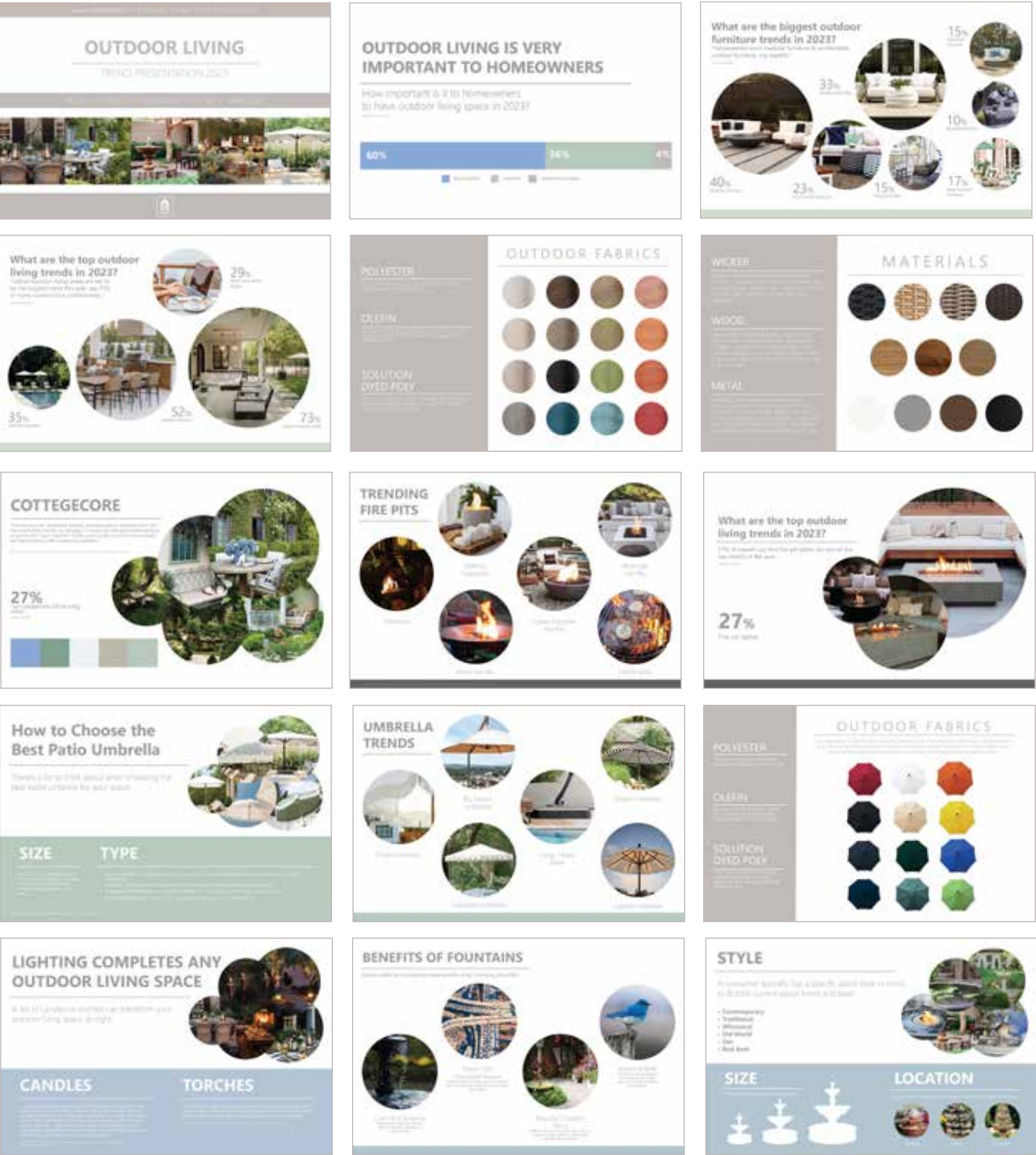




Graphs

The graphs I created from the survey data are designed to effectively convey insights and trends with clarity and precision. Each graph presents the survey results in a visually engaging format, using color-coded segments and intuitive design to highlight key findings and patterns. Whether illustrating

respondent demographics, satisfaction levels, or preference trends, the graphs are crafted to make complex data easily digestible and actionable. By incorporating clear labels and interactive elements, these visuals facilitate a deeper understanding of the survey results and help stakeholders make informed decisions based on the data.



Trend Presentation

For my trend guide project, I took the lead in researching outdoor living trends, focusing on emerging styles and innovations in this dynamic field. I analyzed a range of sources, from industry reports and design publications to consumer surveys and market observations, to identify the latest trends shaping outdoor spaces. My research highlighted key themes such as sustainable materials, multifunctional furniture, and the integration of smart technology. By synthesizing this information into a comprehensive guide, I provided valuable insights that help inform design strategies and product development, ensuring relevance and appeal in the evolving outdoor living market. The guide's design layout was particularly well-received, praised for its clarity and polish, and has since been adapted for use in other projects due to its effective presentation.



Craftsman

These are display cards designed for the Craftsman Smokeless Fire Pit and its accessories for a tradeshow. They are designed to provide clear, engaging information that attracts and informs potential buyers. The cards include concise text highlighting key features, benefits, and unique selling points.

Banners

Banners for an in-person product review are designed to capture attention and effectively communicate key information about the product. Strategically placed around the review area, these banners provide essential information at a glance, helping to guide conversations and facilitate a deeper understanding of the product's value.



Black & Decker

This catalog for Black & Decker is designed to provide a comprehensive overview of the product range, combining detailed information with striking visuals. Clear, concise descriptions highlight the advantages of smokeless fire pits, such as enhanced outdoor comfort and cleaner air quality. Organized in a user-friendly layout, the catalog also provides easy-to-navigate sections for different styles and sizes, ensuring that potential buyers can quickly find the perfect fire pit to suit their needs.



Packages

Packaging serves as a crucial element in promoting a product. This packaging incorporates thoughtful design to enhance aesthetics, clear branding, and informative labeling that highlights key product benefits and usage instructions. Beyond its primary role the packaging reflects the brand's values.





Graphic Designer

SmileDirectClub - Nashville, TN Summer 2018,
Winter 2018, Summer 2019, Summer 2020

I have worked on over 100 projects at SDC. Design projects on Illustrator, inDesign, Photoshop, After Effects, and XD Project Highlights Include:

- Smile Shop Collateral for International expansion in Canada, Australia, Hong Kong, UK, New Zealand and Ireland
- Instagram and Facebook Creatives
- Walgreens and CVS Smile Shop Collateral
- Truths to Grin By Collateral (Pins, Badges, Water Bottles, and Collateral)
- Smile Shop Before and After Book
- Town Hall Presentations
- Lunch Bags and Refrigerator Graphics
- Miami Heat Campaign
- SDC Corporate Collateral, General Presentation Format and Letterhead
- Impression Kit Guide and Retainer Guide
- Smile Shop FastTrack Form Updates



CVS X SDC Promo

This promo was to get our newest partner CVS and their employees excited about the Smile Direct Club. These ended up being sent out to all of the CVS stores that we had shops in.

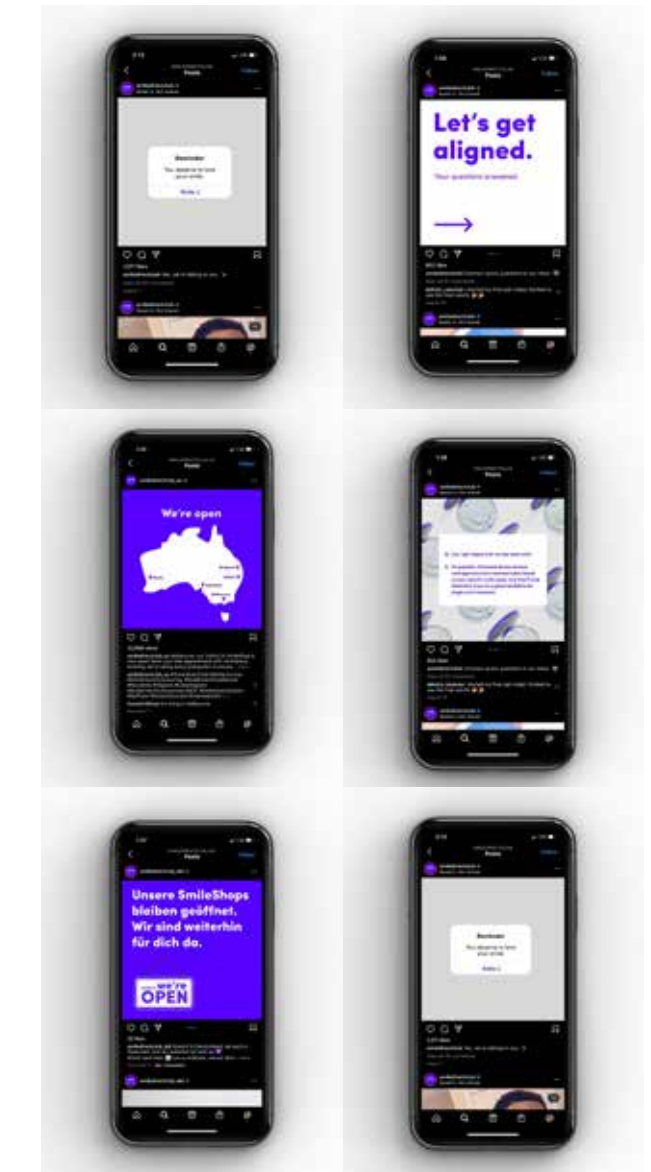
Selfie Light

This selfie light promo was a fun project. It was a very last-minute project. I grabbed a camera and one of my work friends and their phone. We took a photo and then I clipped it, photoshopped the lighting, nails, screen, and selfie light. I had also already sent off the selfie light that week to production, so it was a project that I had hands on all parts of it.



Instagram

I created Instagram posts for Australia, Germany, and America. Some of these posts were also animated.



Truths to Grin By

The 'Truths to Grin By' campaign was an internal initiative designed to highlight company values and foster employee recognition. I developed custom pins for each core value ('truth') and oversaw their production. Once completed, we distributed the pins to team leaders, who awarded them to team members whose actions aligned with specific truths. The campaign was highly successful and continues to be used today, with the designs later being incorporated into water bottles and other



Miami Heat

The Miami Heat campaign was an incredible project to be involved in. I created graphics for the venue, including the display table where our new teeth whitener, 'Bright On,' was distributed, as well as visuals for the Jumbotron.



B&A Book for the Smile Shops

The B&A book was an exciting project to work on. We undertook a major overhaul of the book to showcase it in all of our Smile Shop locations. It was incredible to be part of this effort, and I'm thrilled to have received a copy. The book features various smile journeys to inspire and reassure customers, helping them get excited about their potential with SDC.



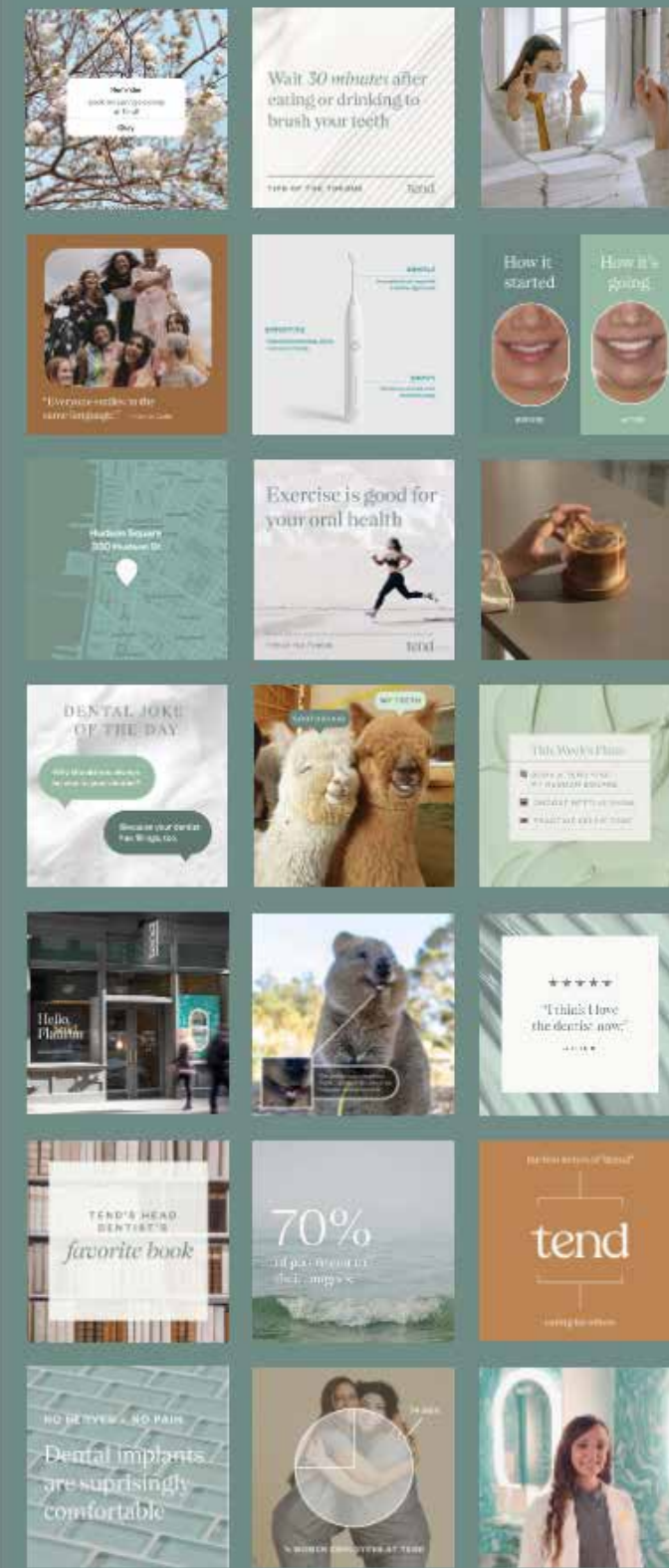
tend

Graphic Designer

Spring 2021

At Tend, a New York-based dental company, I worked on a variety of projects using Figma, Photoshop, InDesign, and Illustrator.

- Instagram Posts and Stories, Linked in Posts, and Facebook Stories
- Photo editing
- Exploratory Instagram Strategy Plan
- Commercial Transcript and Editing
- Brand Book Edits
- Email Branding
- Clinical Branding
- Banners
- Benefits Book



Instagram

During my time at Tend, I developed several months' worth of content, focusing on creating fun, relatable, playful, informative, and shareable posts while staying true to the brand. I began by researching successful strategies used by other brands, adapting them to fit our brand while maintaining originality. I thoroughly enjoyed the creative process and ultimately produced around 75 posts.

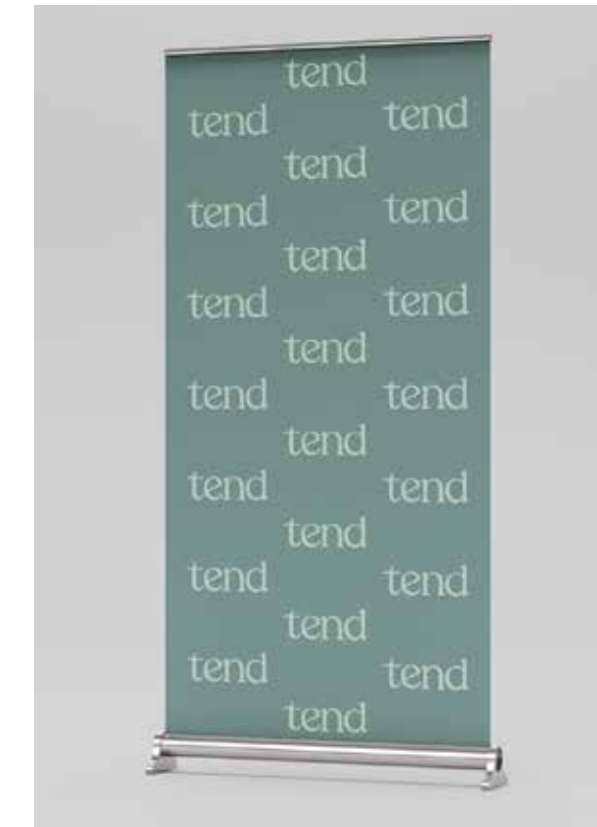


Flyer

I designed a promotional template for all our dental offices to advertise our referral deal. Since the promotions change frequently, we've been able to reuse this template multiple times.

Backdrop

I designed a backdrop for our dentists to use during virtual client meetings, providing a professional and polished background. It was also repurposed for interviews and other media appearances.



Posters

Posters have always been close to my heart. Growing up in Nashville, I attended many concerts and collected posters from each event, amassing a significant collection over time. This photo shows my first poster wall, and since then, I've created several more in my home and college apartment. Each poster, featuring designs that remind me of my favorite bands and cherished memories, holds a priceless value for me.



Flower Notebooks

For this project, I aimed to create an alphabet using flowers. I crafted each letter from floral arrangements, photographed them on a sheet, and then edited and clipped the images in Photoshop.

Paris Poster

In designing this Paris poster, I experimented with fonts and line illustrations. The design features illustrations of the Eiffel Tower, Notre-Dame Cathedral, and the Arc de Triomphe, along with three sections representing the French flag.



Silk Painted

Silk painting is one of my passions, which I discovered during my sophomore year of college and have been captivated by ever since. The process is both intriguing and rewarding. I start by sketching my designs and creating a cartoon to the desired size. Next, I stretch the silk, apply a water-based resist to outline the design, and then paint with mixed dyes. Once the painting is dry, I steam it for about an hour, wash out the resist and excess dye, and iron it to finish. For these silk paintings, I aimed to blend the worlds of fibers and graphic design by creating a unique type of gig poster.



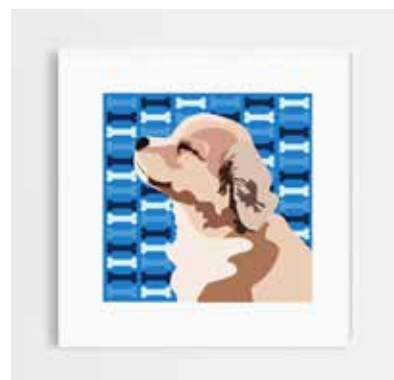
Digital

Creating digital posters is incredibly fun, but one semester, I reflected on how much I enjoy working with my hands and crafting physical pieces. This connection to the work inspired me to experiment with silk painting. I was developing a series of digital posters and decided to create a silk-painted version to compare the clean lines and precision of digital design with the challenges of the physical medium. Unlike digital work, where you can easily undo mistakes, silk painting presents its own set of challenges, with no 'Control Z' option in the real world.



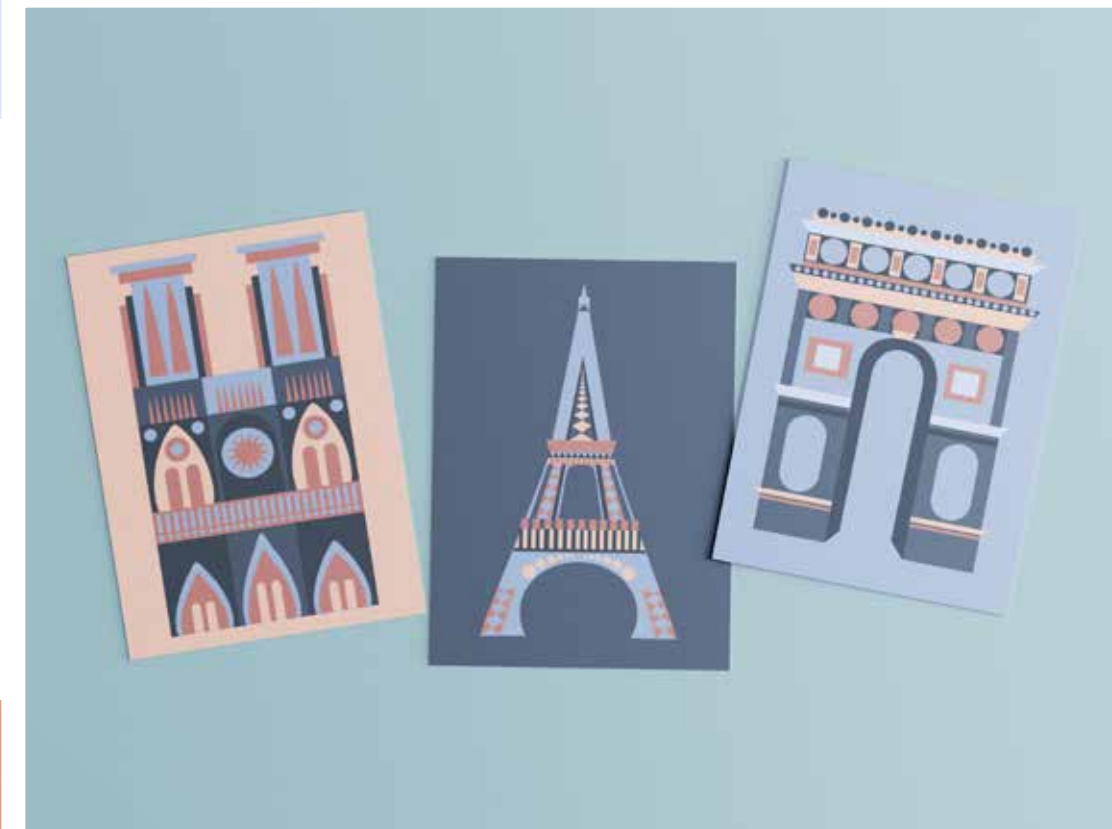
Portraits

I enjoy creating portraits in this illustrative style. The portraits on the far left feature music artists Blackbear and Lana Del Rey. Additionally, I ventured into dog portraits. The black lab in the upper right corner is my dog.



Paris Postcards

I love illustrating landmarks, especially those in Paris. I combined these with one of my favorite color schemes to create fun and simple prints.



Branding

Branding is a passion of mine that began in college with my first branding project. I created an extensive brand book just for fun and found myself constantly developing new ideas. My experience at Smile Direct Club further deepened my appreciation for the power of effective branding and its crucial connection to marketing.



Hema Branding

Hema is a department store in Europe with excellent makeup products but limited branding specifically for its beauty department. I aimed to develop a distinct branding strategy exclusively for the beauty section to highlight its unique offerings.



PRIMARY LOGO



SECONDARY LOGOS



Argento Vivo

Argento Vivo is a jewelry company known for its beautiful and simplistic pieces. I aimed to create a fun and elegant logo with branding that complemented their high-end yet approachable style.



La Vie En Fruits

Vie En La Fruits is a smoothie and juice restaurant in Paris with great potential but no existing branding. I aimed to create a distinctive brand that would stand out from the typical styles of other juice companies.





Editorial

I've always been drawn to editorial work, relishing the process of organizing type and images to create cohesive and beautiful spreads. Early in my first internship, I was immersed in editorial tasks, working extensively on books and guides. Additionally, I've long been fascinated by fashion magazines, not only for their content but also for their layouts.

Ted Baker

Ted Baker London is a beautiful brand I discovered during my travels. I created an Annual Report concept for them, reflecting their playful and charming style. To complement the report, I incorporated visually engaging graphs that effectively present key financial data and performance metrics. These graphs are designed with a touch of the brand's signature whimsy, using bold colors and creative layouts to make the data not only informative but also visually appealing. By integrating these dynamic graphs, the report not only highlights Ted Baker's impressive achievements but also maintains the brand's distinctive, stylish identity.



Vogue Magazine

Since I was very little, I have always reached for Vogue magazine. I created some spreads featuring my favorite collections from Balmain, Burberry, and Fendi.



SAC&D

This project was part of my practicum class, where we collaborated with our School of Art, Craft, and Design to create an alumni book and rack cards. Each class member submitted a design, and the professors voted on their favorite. My design was selected as the winner, and we proceeded with my style.



This travel magazine features photos I've taken during my trips. I have a deep passion for photography and capturing my unforgettable experiences abroad. Exploring art, architecture, enjoying delicious food, and immersing myself in new cultures are some of my favorite activities.

What does modern art look like in Munich

[illegible]

"Visiting art museums for my sister and me is more about the experience. Seeing works we have studied about for years and loved since we were little is a rush."

The best food in the city

[illegible]

Reading (see *2007*). Another line of research (see *2008*, *2010*), focused on how the way people use their language can be related to their personality. In this line of research, it has been found that people who use a lot of pronouns (I, me, my, we, us, etc.) are more likely to be self-centered, while people who use a lot of pronouns (you, you, you, etc.) are more likely to be other-centered. This research has implications for understanding the relationship between language and personality.

What does modern art

Book title in Chinese

Influence of Flammability Class

gives to the Czech Republic

There is more to Berlin Museum

Room just Museum Island.

A guide to the best food

Influencer Hannah Claire goes to the Czech Republic.

Problems in the home and at the workplace often are linked. For example, a person's personality, habits, beliefs, and attitudes may be shaped by the family and then manifest themselves in the workplace. Conversely, a person's work environment may shape his or her personality, beliefs, and attitudes. The relationship between the home and the workplace is complex and dynamic, and it is one that is often overlooked in the workplace. This is a book that is both a guide and a resource for the workplace. It is a book that is both a guide and a resource for the workplace. It is a book that is both a guide and a resource for the workplace.

[illegible]

"There is just something so special about Project Runway. It's like being in a machine. The machines are made out of love. I could say that here, forever. The machine is in my opinion the best in Europe and has a such obsession. It's like a machine of love. I love it."

The garden is a lush display of various flowers, including red and white blossoms. A person's legs are visible in the background, suggesting a garden tour or event. The flowers are densely packed, creating a vibrant and colorful scene.

There is more to Berlin Museums than just Museum Island

[illegible]

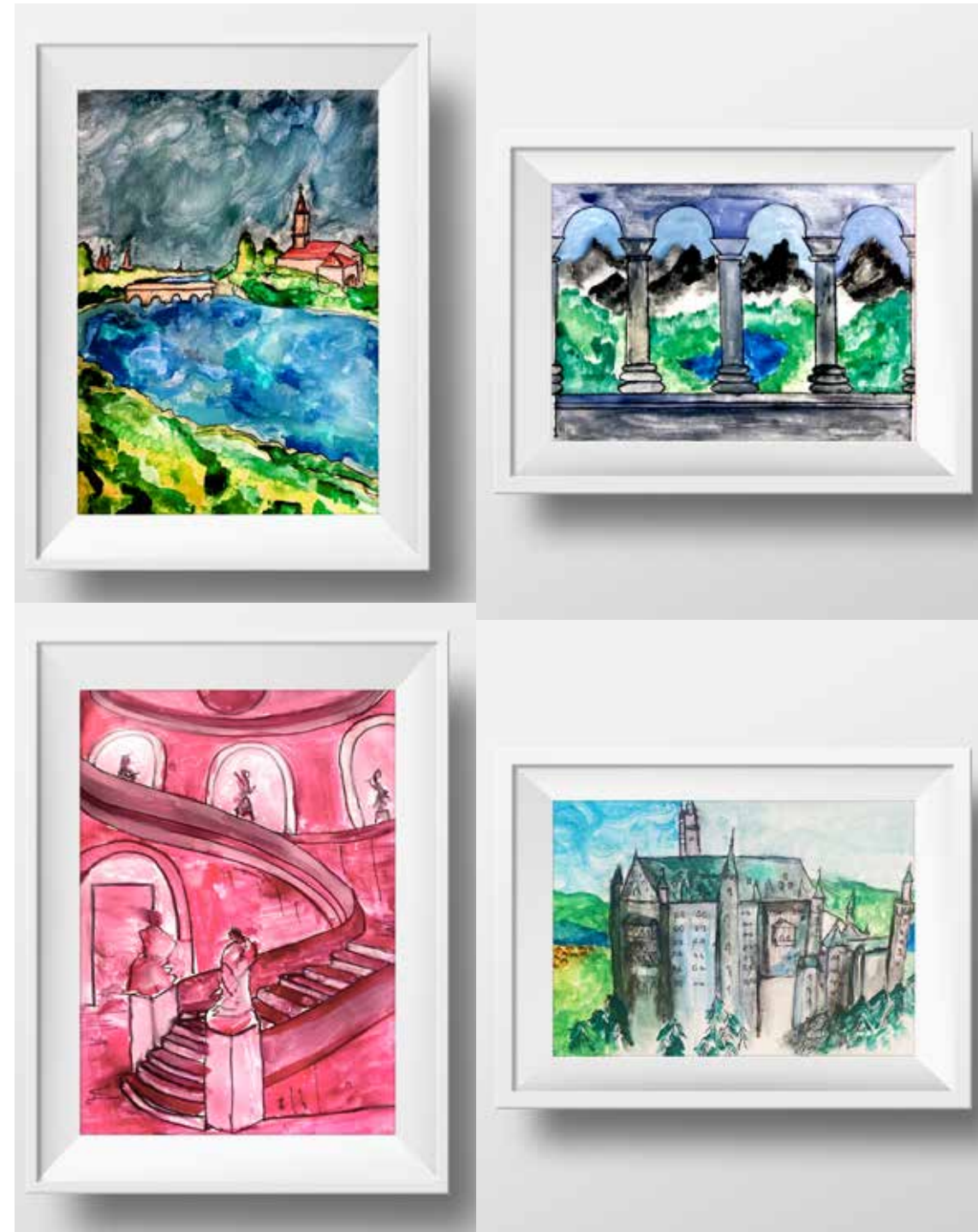


Fine Art

Painting, bookmaking, hand-building with clay, water coloring, silk-screening, and silk painting are just a few of the diverse techniques I enjoy exploring. With so many exciting mediums to experiment with, I love trying them all.

Travel Watercolors

Watercoloring has always been a passion of mine. In high school, my sister and I attended art summer camps at O'More College of Design in Franklin, TN. These camps, located in the vibrant downtown area, offered great opportunities for exploration. One class, called Drawing Franklin, involved taking our sketchbooks, pencils, pens, and watercolors around downtown Franklin to practice watercoloring en plein air. I was awarded a \$20,000 scholarship for my work in that class. After high school, I continued to develop my skills, including practicing watercolor while studying abroad in Germany.





Silk Painting

This silk painting was an experiment with colors and shapes. I dyed and steamed it twice to achieve the desired colors and level of detail. It's a large piece that presented a challenge at the time. I also explored a broader color scheme and expanded on the illustrative style I typically use. This was my first silk painting created without relying on a digital design.



Silk Painting

This is by far my largest and most impressive silk painting, featuring my most extensive color scheme and an exploration of incorporating other graphics into my silk painting world. Measuring 9 feet long and 4 feet wide, the scale posed a significant challenge, but the outcome was incredibly rewarding. I love seeing the world from my imagination come to life on silk. I used water-based resist and dye, then steamed it to set the colors and achieve vibrant results.





"Great things are done by
a series of small things
brought together."

- Vincent van Gogh