



theMedium.ca

**ART DIRECTION & DESIGN
WEB & SOCIAL MEDIA**

RECENT CLIENTS SERVED

BRITISH COLUMBIA

Anonymous Advertising
Backyard Foods
Bloom Yoga
Canadian AgriChar
Community Futures Boundary
Community Futures Central Kootenay
D'Introno Interior Design
Dockside Green
Empower Energy
Filbelly Forest Garden
The Falls Resort Community
Gaia Green
In the Moment
Métis Commission of BC
MettaTrends
Sarah Edmondson
Sherry Hilliard
The Sunbean
Superstring Theatre
University of Victoria
Whitebird Boutique & Lounge
Wynndel Electric

ALBERTA

Absolute Executive Catering
Against the Grain
The Audio Department
Colourblind Boutique
Divine Decadence
Javan Kerby VoiceCrafting
Noorish Conscious Cafe
Plan It Adventure
Shanti Yoga Studio
Shop Local Edmonton
Teacher's Pet Education
The Urban Farmer
The Way of Grace

INTERNATIONAL

Syncofy - California, USA
Ted Miller Consulting - Oregon, USA
EcoDesign - Utah, USA
Eden Community - Guanacaste, Costa Rica
Enerpathic - Washington, USA
Javiera Estrada - California, USA
Jillian Speer Music - California, USA
The Peach Tartes - New York, USA
Prophet Motive - California, USA
Erin Gallagher - Colorado, USA

CH@THEMEDIUM.CA

Christopher Heffley

Fifteen years of professional experience in branding, art direction, graphic design, web and social media development. A passionately creative individual with an attention to detail. Remaining current with the latest trends in design and information technology is a high priority and continually furthers my skill set. A passion for environmental and political issues keeps me at the forefront of the sustainability movement while providing resources to educate and demonstrate a leadership role in affecting positive change in the world.

Art Director, Designer & Permaculture Planner
theMedium.ca - British Columbia, Canada

2005-2012

Responsibilities: Art direction, brand/concept development, project management, photography direction, print/web/flash design+production, client management, printer coordination.

Work with Anonymous Art. For two years, I worked in collaboration with Anonymous Art designing and producing marketing materials for the real-estate and related service industries on Vancouver Island. This included brand development, print, web and flash design and production for clients such as: Città Group, Sunriver Estates, Sayward Hill, Selkirk Waterfront Community, Island Home & Style Magazine, Coastal Construction, Boardwalk Waterfront Residences, Suze Interiors.

Senior Graphic & New Media Designer
Royal Roads University - British Columbia, Canada

2004-2005

Royal Roads University is located in Hatley Park National Historic Site in Victoria, British Columbia. An international university, with satellites in China, Iran and New Zealand, RRU offers a wide variety of Masters programs and executive education. Here I was responsible for a range of internal print material, external print advertising, working with a large team of developers and information architects in re-designing the university website and the conception and branding of the Buy BC Wild directory through the Centre for Non-Timber Resources.

Art Director
Copeland Communications - British Columbia, Canada

2002-2004

For over thirty years Copeland Communications has been building brands. I worked with the Creative Director in developing strategic creative solutions for Bear Mountain Golf & Country Club, Bear Mountain Estates, Budget Rent-A-Car, Custom House Global Foreign Exchange, Fraser Downs Horse Racing, Island Savings (now Coast Capital) Credit Union, Pastiche Productions, Silver Spray Estates, Viking Air, Access Records and Applied Microsystems to name a few.

AWARDS AND PUBLICATIONS

AGENCY: ANONYMOUS ART

2011 Logo Lounge 7 selection

Client: Boardwalk – A Waterfront Residence

2008 Care Awards – Silver, Best Website

Client: Citta Group

2007 International Gallery of Superb Printing Award

Island Home & Style Magazine, 2007 Spring Issue

2007 CARE Award, Best Marketing Campaign & Website

Chocolate Lily Lane Estates

AGENCY: COPELAND COMMUNICATIONS

2005 GDC Rock Award - Best Printed Piece

Bear Mountain Membership Brochure 2004

2004 T-CAAN Platinum Award

Fraser Downs Ad Campaign

2003 T-CAAN Platinum Award

Fraser Downs Ad Campaign

2003 Marketing Magazine - Idea Gallery, September 9

Fraser Downs Ad Campaign

MEMBERSHIPS

ADPSR adpsr.org
(Architects, Designers & Planners for Social Responsibility)

DESIGN21 design21sdn.com
(UNESCO Socially Responsible Design Network)

Designer's Accord designersaccord.org
(A commitment to positive environmental and social impact.)

Design Can Change designcanchange.org
(A commitment to positive environmental and social impact.)

Northwest Earth Institute nwei.org
(Member, Voluntary Simplicity)

Education

2011 Bullock's Homestead, Orcas Island WA
Permaculture Design Course (144hr)

2008 ECOSA Institute, Prescott AZ
Regenerative Design Program

1996 Madvertising, Vancouver BC
Design Internship

1994 MacEwan University, Edmonton AB
Visual Communications/Graphic Design

Creative Director

IQ Ludorum Software - Costa Rica, Canada, United Kingdom, India

2000-2002

IQ-Ludorum is a publically-traded global gaming software company with offices in the UK, Canada, India and Costa Rica. IQ-L specializes in web-based software products for the global entertainment industry. I was responsible for all branded marketing material for print and web. This also included trade show displays, packaging, multimedia presentations and user interface design. Other clients included Advanced Micro Design and the Edmonton Chamber of Commerce.

Assistant Art Director

TELUS Web Communications - Alberta, Canada

1999-2000

Now part of Telus Advanced Communications, here I worked with clients to develop strategic web solutions for a variety of industries. Clients I worked for included: Edmonton Fringe Festival, Government of Canada, International Telecommunications Society, Rocky Mountain Real-Estate, Systematix, Sussex Insurance, TELUS Geomatics.

Senior Graphic Designer

Studio 3 - Alberta, Canada

1996-1999

Studio 3, now Wei Yew & Co., is Edmonton's longest serving design studio. Founder Wei Yew, is a local design celebrity and known internationally for his work with the International Olympic Committee (IOC). Upon graduation, I was offered a position at Wei's studio, under his mentorship, I worked with a wide variety of design mediums, print, web, multimedia, 3D modelling, animation, packaging, trade show and exhibit design. Clients I served include: Alberta Fish and Wildlife Association, Wood Buffalo Environmental Association, Syncrude Canada, Economic Development Edmonton, Edmonton Sports Festival, Government of Alberta, International Children's Festival, Railink, TD Evergreen, Edmonton Art Gallery, Maclab Enterprises, Chieftain International, Edmonton Public Libraries, Plastic Surgeons of Canada, PriMED International, Edmonton Space and Sciences Center, Edmonton Arts District, Human Rights Commission of Canada, King Motion Pictures, ITU World Triathlon Championships and the IAAF World Championships in Athletics.

Student, ECOSA Institute - Arizona, USA
Regenerative Design Program

2008

An overview of sustainable design, from green architecture and clean technology to permaculture design, graphic and product design to urban and community planning, material selection and life-cycle analysis. Client-based, real-world design projects serve to teach holistic thinking 'in action' to bring threads of sustainability together into practical solutions. In the words of the American Institute of Architects (AIA) "What students get in one ECOSA semester is a more holistic understanding of sustainability than they could presently get at any traditional design school."

www.ecosainstitute.org