

DOMINIQUE HEFFLEY
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www.heffley77.com

OWNER, Heffley77 Illustration and Design 1997-Present

- Graphic design and illustration services for a variety of applications, including: print and digital marketing, promotional material, apparel, logo & business branding and advertising.

EXPERIENCE

Lead Designer, Southland Mailing - Altadena, CA 2018-Present

- Worked with clients to develop marketing and sales collateral for their business, including postcards, brochures, flyers, and presentation material.
- Responsible for the design of company marketing materials, including product catalogue and website.
- Mail preparation and handling per USPS guidelines.

Associate Designer, Nexusplex - South Pasadena, CA 2021-Present

- Design of marketing collateral, both digital and print.
- Company marketing materials, including style guide and advertising.

Marketing Director, Fremont Centre Theatre - South Pasadena, CA 2011-14

- Designed show posters, programs and postcards, including company advertising and promotional material.
- Maintained website, including the creation of a complete show archive.
- Managed box office and show listings through Goldstar, Theatermania, and LAStage Alliance.
- Managed mailing list and eblasts through Constant Contact.
- Compiled demographic and financial data for the LAStage Arts Census and the Cultural Data Project.

Associate Designer, Rose Hills Mortuary & Memorial Park - Whittier, CA. 2008

- Designed grave markers, memorials and mausoleum placards.
- Assisted families and sales associate with order completion.
- Photo editing and file preparation in Photoshop & FlexiSIGN Pro.

Communications Assistant, Episcopal Diocese of Los Angeles, CA. 2006-07

- Assisted the Director of Communications with daily operations and advertising design.
- Maintained mailing list in Microsoft Excel.

Associate Designer, Ellen's Silkscreening - South Pasadena, CA. 2002-04

- Apparel and ad specialty products.
- Designed company advertising and promotional material.

EDUCATION

- BFA in Drawing, Minneapolis College of Art & Design, Minneapolis, MN. 1999
- Traditional Chinese Arts, China Academy of Fine Art, Hangzhou, China. 1998
- Visual Arts Major, Los Angeles County High School for the Arts, Los Angeles, CA. 1995

EXHIBITIONS

- Group show "Dulcepalooza: Abstractum" Neutra Institute Gallery & Museum, Curated by Dulce Stein, Los Angeles, CA. 2021
- Group show "Dulcepalooza: Covid Vivid Dreams" Neutra Institute Gallery & Museum, Curated by Dulce Stein, Los Angeles, CA. 2021
- Group show "Let's Hang" Art Share LA Gallery, Los Angeles, CA. 2019
- Solo show "The Art of Dominique Heffley" Bella's Tavern, South Pasadena, CA 2019
- Group show "Fairytale" Neutra Institute Gallery & Museum, Curated by Olesya Volk and Dulce Stein, Los Angeles, CA. 2019
- "Night of 100 Artists" South Pasadena Arts Council benefit show, South Pasadena, CA. 2019
- South Pasadena Arts Council juried exhibition, Leisa Collin's Studio, Curated by Claudia Bohn-Spector. 2014
- South Pasadena Arts Council juried exhibition, SoPas Gallery, Curators, Howard Spector and Claudia Bohn-Spector. 2016
- Group show, Local Artist Showcase, Folk Tree Gallery, Pasadena, CA. 2003
- Graduate exhibition, Minneapolis College of Arts & Design, Minneapolis, MN. 1999

PUBLICATIONS

Children's Book Illustration, "You & Me" by Caren Day, October 2011

- Created all illustrations, including coloring book for "You & Me", for ages 1-8 years.

SKILLS

- Adobe CS: Adobe Illustrator, Photoshop, Dreamweaver
- Print pre-production
- Knowledge of HTML
- Email/contact management: Constant Contact, Mailchimp.
- Sketching, freehand

PARTICIPATION

- Volunteer and served as member of the Board of Directors for the South Pasadena Arts Council. South Pasadena, CA. 2011-17
- Mural Artist for Evil Twin Studios Haunted Attractions. *"Ward 13"* 2015, *"Raymond Hill Mortuary Haunted House"* 2014, *"Theatre of Terror"* 2013.
- Animal care assistant volunteer for the Pasadena Humane Society ASPCA. Pasadena, CA 2014-Present
- Volunteer - South Pasadena Tournament of Roses, South Pasadena, CA.
 - Design Committee Chair 2005-6
 - Design concept artist for float entries *"Jammin' Around the World"* (2007) and *"Nature's Entertainment"* (2008).
 - Painting, building and decoration. Designed souvenirs.
- Set projection artist and backstage theatre assistant for the Virginia Avenue Project. Santa Monica, CA.

PROFESSIONAL ORGANIZATIONS

- Graphic Artists Guild, Los Angeles Chapter 2019-Present.
- South Pasadena Chamber of Commerce 2018-Present.
- All(Most) Art Studios 2020-Present.

**References available upon request.*

ABOUT DOMINIQUE HEFFLEY

Dominique is a visual artist based in Los Angeles, CA.

Dominique's work has been seen in theatre (set-projection), in print (children's book illustration), in the Pasadena Rose Parade (float design), in China (student, China Academy of Fine Art), in haunted houses (murals), in galleries (see resume) and even in graveyards (gravestone design).

Her artwork often depicts fictitious characters portrayed in a cartoon style, influenced by artists whose work in a blend between surrealism and abstraction, such as René Magritte, Saul Steinburg, Jim Woodring and Gary Becker.

Dominique has also worked for many years as a graphic designer and is the owner of Heffley77 Illustration and Design.

She received her BFA at the Minneapolis College of Art & Design (Minneapolis, MN 1999), and studied Visual Art with Joseph Gatto at the Los Angeles County High School for the Arts ('92-'95). In 1998, Dominique had the opportunity to study traditional Chinese arts at the China Academy of Fine Art in Hangzhou, China.