



Christopher Heffley

CREATIVE DIRECTOR / DESIGNER

20 years of experience in branding, art direction, graphic design, typography, U/X, U/I and web development.

Environmental and social justice advocacy provide a foundation from which design is used to affect positive change.

AREAS OF FOCUS

Arts & Culture
Community Development
Education & Activism
Environmental Technology
Food Security & Permaculture
Gender & Social Justice
Non-Profits & Start-ups

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heffley.ca

A few brands I've helped.

Experience

Heffley Creative

Creative Director & Designer, 05–
Sunshine Coast, British Columbia

Royal Roads University

Senior Print & New Media Designer, 04/05
Victoria, British Columbia

Copeland Communications

Art Director, 02/04
Victoria, British Columbia

IQ-Ludorum

Creative Director, 00/02
Edmonton, Alberta

TELUS

Assistant Art Director, 99/00
Edmonton, Alberta

Wei Yew & Co.

Senior Designer, 96/99
Edmonton, Alberta

Madvertising

Design Internship, 96
Vancouver, British Columbia

ARTS & CULTURE

Aurora Innovative Arts Festival
Edmonton Arts District
Edmonton Art Gallery
Edmonton Fringe Festival
Fraser Downs
Royal Tyrrell Museum

SOCIAL & ECONOMIC

Community Futures
Custom House Global
Economic Development Edmonton
Edmonton Chamber of Commerce
Hope in Shadows
Island Savings Credit Union
Pivot Legal Society
TD Evergreen
Vancouver Coastal Health

EDUCATION

Camosun College
ECOSA Institute
Edmonton Public Libraries
Edmonton Space and Sciences Centre
Safetee International
Teacher's Pet

ENVIRONMENT

Columbia Basin Trust
Defend Our Coast
Earth Repair
LEAP - Outdoor & Ecological Learning
Wood Buffalo Environmental Association

EVENTS

Canada Expo 2000
Edmonton International Athletics Festival
IAAF World Championships in Athletics
International Children's Festival
ITU World Triathlon
Victoria Open

FOOD & AGRICULTURE

The Growing Revolution
Noorish
Permaculture BC
Smart Farm Academy
The Urban Farmer

GOVERNMENT

Alberta Fish and Wildlife
Canadian Human Rights Commission
Custom House Global
Government of Alberta
Government of Canada
Métis Commission of BC

REAL-ESTATE

Bear Mountain Resort
Brin d'Amor
Dockside Green
Sayward Hill
Selkirk Waterfront
The Falls

TECHNOLOGY

Empower Energy
TELUS

TRAVEL

BC Ferries
Budget
Sunshine Coast Tourism
Viking Air

Things I can do.

Education

Visual Communications

Edmonton, Alberta, Canada (1994 – 1996)

Fine Art, Art History, Graphic Design, Typography, Illustration, Digital Design, Ad Theory, Branding

Regenerative Design

ECOSA Institute - Prescott, Arizona, USA — 2008 (500hrs)

Sustainability Studies, Whole Systems Thinking, Architecture & Planning, Permaculture

Permaculture Design

Orcas Island, Washington, USA — 2011 (144hrs)

Whole Systems Thinking, Ecological Design, Sustainable Planning

Account Management	MEDIA
Art Direction	Acrobat
Audio Editing	Basecamp
Brand Management	Dreamweaver
Client Relations	Final Cut
Communication	Flash
Conceptual Development	Illustrator
Copywriting	InDesign
Design Execution	HTML/CSS
Identity Development	Lightroom
Mentorship	Photoshop
Needs Assessment	Office
Photography	
Presentation	MEDIUMS
Project Management	Advertising
Storyboarding	Broadcast
Typography	Exhibition
User Experience	Identity
Web Development	Mobile
Video Editing	Packaging
Visual Composition	Photography
	Print
	Signage
	Web/Interface
	Video/Motion

Recognition

2015 Design Award

LogoLounge Vol. 9

Client: Stoneybrook Farm
Heffley.ca

2013 Design Award

LogoLounge Vol. 7

Client: Boardwalk Waterfront Estates
Agency: Anonymous Art

2007 CARE Award

Best Marketing Campaign

Client: Chocolate Lily Lane
Agency: Anonymous Art

2003 & 2004 Platinum

TCAAN Award - Best Campaign

Client: Fraser Downs
Agency: Copeland

2014 Design Award

LogoLounge Vol. 8

Client: Dimutara
Heffley.ca

2008 CARE Award

Best Website

Client: Città Group
Agency: Anonymous Art

2005 GDC Rock Award

Best Printed Piece

Client: Bear Mountain Resort
Agency: Copeland

2003 Idea Gallery

Marketing Magazine

Client: Fraser Downs
Agency: Copeland

Affiliations for good.

DESIGN21
design21sdn.com

UNESCO Design Network connecting creatives who want to explore thoughtful, informed and responsible design.

Designer's Accord
designersaccord.org

A global coalition of designers, educators, and leaders, working to create positive environmental and social impact.

Type Directors Club
tdc.org

The leading international organization supporting excellence in typography, both in print and on screen.

ADPSR
adpsr.org

Design for peace, environmental protection, social justice, and the development of healthy communities.

Design Can Change
designcanchange.org

Bringing the world's design community together to address issues surrounding climate change & inequality.