



# heather deogracia

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## imagination illustration

### SUMMARY OF QUALIFICATIONS

Extensive Award-winning graphic production artist for over 15 years using studio and strong computer-aided skills and technique

Outgoing personality with positive idea expressions with clients, administration and sales /production department

Expertise in detail quality control, promoting smooth work flow and maintaining timing requirements

Corporate level for tracking and managing artistic visual design, layout and successful finish product

### EDUCATION

Bachelor of Science: Medical Illustration, Double Major: Fine Art (4.0 GPA), Pre-Medicine (3.0 GPA)  
California State University San Bernardino, June 1999

### TECHNICAL SKILLS

Adobe: Illustrator, Photoshop, QuarkXPress, InDesign, PageMaker, FreeHand, Acrobat, Corel: DRAW, Paint Shop Pro

Cross platform in PC and Mac. Microsoft Office Suite: Word, Excel, PowerPoint, Outlook, Access

Experience with heavy e-mail, phone and fax traffic, b/w & color copies, customer service/ telephone etiquette Internet/FTP downloading, e-mail, search engines, beginner in Web design/HTML

### PROFESSIONAL PROFILE

#### CREATIVE 360, Midland, MI

2016-2017-present Art Instructor

2013-present Volunteer

For 22 years, Creative 360 is a vital and unique destination with every class; event and outreach program has at its core a focus to provide wellness through experience, expression and expansion of the creative self. Creative 360 offers year round schedule of workshops and classes, a speakers' forum, concerts, Shakespeare performances, dinner theatre, improvisation/comedy, movie screenings, poetry readings, and children's summer interrelated arts camps.

#### Art Workshop Instructor

Provided weekly art education in a wide range of entirely personalized course centered workshops

Created worksheets and manual images for each course for the titles below:

Fall 2016: Wow in Colored Pencil, Happy Dogs Drawings, More Than A Stickman

Winter 2016: Full Face Portrait Drawing, Red Rose Floral Drawing, Imagination Illustration, Start Your Own Comic Strip, Butterfly Treasures

Spring 2017: 3D Robots, Angel Wings, Cinderella: Before and After, Cartoon Character Drawings

Fall 2017: Colored Pencils, Human 123, Portrait Drawing, The Robots, Princess Bride, Storytelling, Fashion Model

#### Volunteer

Setting up & taking down the marketing promotions booths at various events

Assist in bartending, greeting, setting up/closing for receptions

Clerical work for marketing/publicity materials

MISS HEAVENLY DESIGNS, Midland, MI

2013-present

Working from home, I created a freelance self-employed opportunity for award-winning graphic layout & design, international marketing and advertising direction, print production, radio broadcasting, studio art with figure drawing, illustration and photography. My primary goal as the founder of Miss Heavenly Designs is to skillfully manage marketing projects with sharp deadlines and the flow or flux of significant approval activities. I must refine, alter, expand and project the entire creative process to completion.

Graphic Production Artist

Meet with prospective clients for a design brief and a new project proposal that includes target audience, overall style, content, dimensions, printing specifications, budget and future correspondence

Use smart research, copy-writing, image editing skills for sketches and drafts for the direction of graphic design and layout; provide a time-line for revisions or client feedback and final delivery that include information from pre-press to post-press

Office Manager

Get sharp and focused on deadlines ensuring a successful and helpful open communication relationship for clients, co-workers and administration

Entire positive attitude with solutions, organization, team participation and professional in an office environment  
Know and love computer-aided graphic programs and help others if trouble shall occur

CLEAR CHANNEL RADIO BROADCASTING, San Francisco, CA

2002-2004

\$3.5 Billion, rebranded as iHeartMedia, Inc., the corporation is a diversified media and entertainment company, provides radio, digital, outdoor, mobile, live events, and on-demand entertainment and information services providing premier opportunities for advertisers internationally. In the U.S. alone, there are 850 radio stations with over 25 million listeners a month.

Continuity Director

Managed and coordinated commercial rotation for 200-300 clients daily for San Francisco's 80's radio station, KIOI-FM Star 101.3

Developed and implemented highly productive document tools for an 8 person sales team and 3 studio production technicians

Entered air spot and flight dates for agencies, direct clients and national accounts for assets over 20 million a year

Copy-wrote/edited scripts for executive sales managers, studio production department and on-air personalities

Traffic Manager

Entered multi-million dollar sales contracts and cleared daily and weekly forecasts for times to air spots

EAST BAY BUSINESS TIMES, Pleasanton, CA

1999-2000

\$7 billion annual revenue, 300,000 employed, Bizjournals, nation's largest publisher of metropolitan business Newspapers, American City Business Journals Inc. has a national core of 3.2 million business professional readers

Advertising Design

Created award winning graphic design and information layout needs for print and profitable  
Execution of creative deliverables

Developed and designed high quality advertising for over 200 clients for insertion into the  
Editorial newspaper templates

Assisted 6 sales executives by interviewing and creating a full ad campaigns for  
CEO/managers of local businesses

AIRCRAFT SPRUCE & SPECIALTY COMPANY, Corona, CA

1999-2000

\$1.3 Billion, full line of aviation hardware and covering supplies and materials for aircraft parts and pilot supply

Production Artist/Marketing Assistant

Produced and executed graphic design and layout for web and print advertisement for catalogs, Magazines and collateral

Managed image and copywriting for both the 45,000 products in the 700 page catalog and 4-color mailing catalogs

CSUSB COLLEGE CHRONICLE, San Bernardino/Riverside, CA

1995-1999

California State University of San Bernardino was founded in 1965 and in the late 90's, had over 20,000 in student enrollment for higher education, The Coyote Chronicle was a weekly publication for students, staff & administration

Graphics Editor/Reporter/Illustrator/Photographer

Concept development for news articles, pagination layout and graphics for copy, marketing and advertisement

Pre-press print production of newspaper covering topics of opinions, editorials, arts, entertainment and sports

Scanned and manipulated pre-press and post-press documents for the printer

## ACHIEVEMENTS & ASSOCIATIONS

2017, Vice President, Created Blog Programming/Editor, Presentation Coordinator for Midland Artists Guild

2017 Leadership of Bay County Achievement for Studio 23 Selection of Adirondack Chair

2014, 2016, 2017 Legacy Trust Award Collection, Grand Rapid Museum of Art, State-wide Exhibit

2017 Midland Daily Newspaper, Reporter: Bella Lindauer. "Law enforcement agencies raise money for PAO"

2016 Front Page Sunday Feature in Midland Daily Newspaper, Reporter Tereasa Nims, October 16<sup>th</sup>,

"Using her illness to an advantage, not giving up hope"

2015 Midland County Art Letourneau Award for "Collaboration and Creativity in Community Support"

2013-Present Midland Art Guild Member, Voted as Board Member in 2017

1999-2000 American Advertising Federation Award-winner

"Citation of Excellence Silver" for B/W Newspaper

College: 96, 97 CSUSB "Certificate of Appreciation" Awards

96, 97 CSUSB "Outstanding Leadership" Awards

96, 97 CSUSB "Outstanding Contribution" Award

## VOLUNTEER OPPORTUNITIES

CANDLESTONE ASSISTED LIVING, Midland, MI

2017-present

Candlestone Assisted Living is based in central Michigan for the community made of senior living residents. These Senior Living residents experience the joys of everyday life in a continuing care environment by living in the local support system that is familiar to them. The patrons and families feel at home with a rich life-style that includes daily activities, food services and medical care.

Art Instructor

Teaching the art principles, I guide step-by-step instructions using shapes in easy drawing images and using my personal illustration guideline template for the instruction in watercolor techniques.

DO-ART, DO-ALL INC., Bay City, MI

2015-2016

Do-Art is an art educational side of Do-All, Incorporated, a non-profit agency that provides person, social, community and employment supports for individuals with disabilities in Bay County. Do-All empowers individuals by eliminating barriers to opportunities through employment services, community access, and advocacy.

Teaching Assistant/Mentor

Assisted four instructors for differently abled adults for a class size of 20 students

Volunteered three days a week teaching private lessons taught one-on-one instruction with gifted student on how to draw, paint and other artistic principles

## EXHIBITIONS

- 2018 Spring Into Art 19<sup>th</sup> Annual Exhibit, First Congregational Church, "Greek Neat", "Spanish Maidens", Saginaw, MI
- 2018 10<sup>th</sup> Annual Festival of Banners, Art Reach in Mid-Michigan, "Fish Free Sea", Mt. Pleasant, MI
- 2018 Juried Midland Artists Guild, Selection for Exhibit Creative 360, Midland, MI
- 2018 Feathers & Fedoras, Fundraiser for the Disability Network, freelance abstract drawings, Midland, MI
- 2018 Grace A. Dow Memorial Library, Month of March, 2<sup>nd</sup> Annual Art Exhibit, Top 10 of People Choice, Midland, MI
- 2018 Solo Exhibit, I Human at Counter Cultural Art Gallery, February, Down Town Saginaw, MI
- 2018 Northwood University, "Tigress" and "Octopi", Midland, MI
- 2018 Submission for 50 Greatest Artist for the tri-city, Studio 23 Bay City, MI
- 2018 Midori Sushi & Martina Bar, 16 Abstract, running Jan.-March, Mt. Pleasant, MI
- 2017 Espresso Milano, 12 Abstract, 3 Realistic Illustrations, running July to September, Midland, MI
- 2017 Adirondack Chair Selection, "Beauty of the Bay", Sponsored by Meijer Stores, Bay City, MI
- 2017 Feathers & Fedoras, Fundraiser for the Disability Network, freelance abstract drawings, Midland, MI
- 2017 Safe & Sound Child Protection Advocacy Auction, "Mind of Insane", Dow Diamond, Midland, MI
- 2017 Creative 360 Artshop Calendar for 2017, "Fishy" & "Florida Stare", Midland, MI
- 2017 Studio 23 "Icing on the Cake", Dynamic Duos composition with Allise Noble, Jan. 5 – Feb. 24, Bay City, MI
- 2017 Midland Artist Guild Venue, Bradley's Bistro, 10-15 illustrations, Jan. 4– March, Saginaw, MI
- 2017 Midland Artist Guild Venue, Stacker's Grill, 16 illustrations, Mar. 5-May, Midland, MI
- 2017 Midland Artist Guild Venue, Espresso Milano, 16 illustrations, Mar. 5-May, Midland, MI
- 2016 Midland Artistic Guild Big Boys Restaurant, 20 pieces of Illustration and Abstracts, Midland, MI
- 2016 Senior Center first Venue for Midland Artist Guild, 12 pieces of my portfolio, Midland, MI
- 2016 Creative 360, Abstract Showcase for Art Shop, 10 pieces personalized for students, Midland, MI
- 2016 Dollar Daze, "Cellular Error", "Cracked", Fundraiser for Creative 360 Art Shop, Midland, MI
- 2016 Second Hand Picasso, "Cracked", "Cellular Error", Fundraiser for Creative 360, Midland, MI
- 2016 Piano Palooza, Fundraiser for Disability Network, "Green Beings" sold for \$200 and "Stay" sold for \$130
- 2016 Art Clash 3-hour completion, Fundraiser for Do-Art Inc., "He Stood", Bay City, MI
- 2016 Legacy Trust Award Collection, "Not Lying", Statewide Selection, sold for \$475, Grand Rapids Museum
- 2015 Loons Dow Fundraiser for PAO (Personal Assistance Options), "High Def" auction for \$975, Midland, MI
- 2015 One Roof Rally, Fundraiser for Midland Area Homes "True Love Chemistry", "Hands Down", Midland, MI
- 2015 Art Clash 3-hour completion, Fundraiser for Do-Art Inc., "Medusa Tear of Hate", Bay City, MI
- 2015 Selection for "Majesty of Midland: King Lion" for the 2015 Gear Up Summer Sculpture Series
- 2015 Midland Artist Guild 31<sup>st</sup> Annual Juried Exhibit, "Gypsy Rose", "Queen Evil", Library Grace A. Dow Library
- 2015 Creating Piece by Piece with Selected Jury, Creative 360, "Hi Jack", Midland, MI
- 2015 Humane Society of Bay County, "Canines, Cats & Cupids Gala", "Close your Flower", "See Hand", Bay City
- 2015 Piano Palooza, Fundraiser for Disability Network, "Devilish Angel" and "Angel of Music", Midland, MI
- 2014 Studio 23 and Art Center "The Essence of Creativity" "Good Knight", Bay City, MI
- 2014 Habitat for Humanity "Riverdays" Fundraiser "Sweet Hummers", Midland, MI
- 2014 Great Lakes Pharmacy, "Happy Humming Bird", Midland, MI
- 2014 Television Marathon Participant Benefiting Creative 360's Express Yourself Workshop, Midland, MI
- 2014 Legacy Trust Award Collection, "Mother of Literacy", Statewide Selection, Grand Rapids Museum
- 2014 Second Hand Picasso, "Vanilla Ice", "Dad Over Daughter", Fundraiser for Creative 360, Midland, MI