



Heather Dixon '24



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Austin, TX



PORTFOLIO
heatherdixon.com

SKILLS

- Adobe Creative Suite
- Prepress file preparation
- Window OS and Google Drive
- Project management
- Illustration and printmaking
- Business writing
- Board game design and development

Heather Dixon

**ART DIRECTOR, SENIOR VISUAL & GRAPHIC
DESIGNER, GAME DESIGNER & PROJECT MANAGER**

I am an Art Director, Senior Graphic Designer and Creative Project Manager with a profound appreciation for authentic connections and the convergence of entertainment, games, brand and community. I believe that creative experience-based partnerships play an important part in growing a company. I love to use my art management, visual design and brand building experience to bring products to life and to connect with customers and fandoms in extended and rich ways.

WORK EXPERIENCE

**GAME DESIGNER, ARTIST, PROJECT AND EVENT
MANAGER & PUBLISHER**

2022 to Present

Apis Games

- Designed, playtested and developed multiple board games, including Apistocracy, taking it from a seed of an idea to a final published board game
- Set artistic direction for board games ensuring the projects reinforce theme and provide intuitive and pleasing gameplay experiences.
- Built and managed a successful Kickstarter campaign for Apistocracy.
- Created a comprehensive marketing campaign and go-to-market strategy including in-person community engagement and an omnichannel social media campaign.
- Created total project budget with detailed cost estimates. Tracked costs to ensure the project remained within budget.
- Established an independent board game publishing arm of my creative studio. Implemented a diverse set of skills including project management, UX design and prepress preparation.

ART DIRECTOR, LEAD GRAPHIC DESIGNER, MARKETING

2014 - 2025

LivyLu + LivGoods

- Responsibilities included concept creation, illustration, graphic design and prepress file preparation.
- Developed and managed creative, experienced-based partnerships including concept creation, proposal writing and management of ongoing collaborations.
- Wrote licensing proposals, acted as liaison and submitted art for licensor approvals.
- Helped position LivyLu as a top wholesaler of licensed collegiate and band apparel, servicing the boutique and online retail markets.
- Created and implemented new brand initiatives and an aggressive plan to grow company sales and brand awareness on a National level.

EDUCATION

BFA, Studio Art, Printmaking
THE UNIVERSITY OF OKLAHOMA

INTERESTS

Board Games

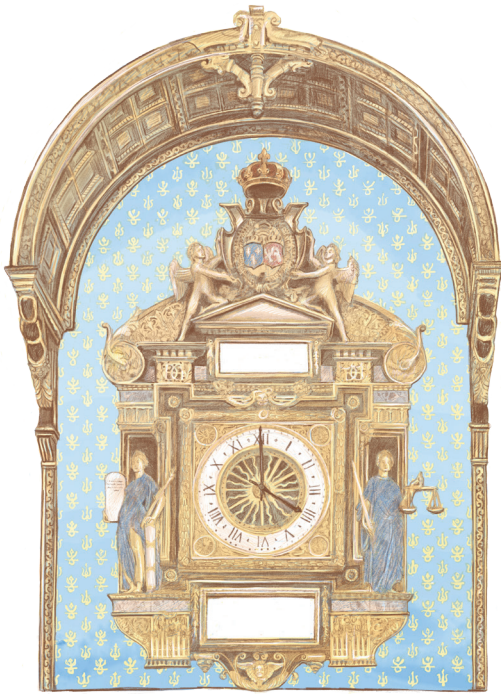
Traveling

Illustration

Cooking

Plein Air Painting

Reading



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Thank you for your time and
consideration!

WORK EXPERIENCE CONTINUED

MARKETING DIRECTOR AND EVENT MANAGER

2012 to 2014

Look Musical Theater

- Created and implemented publicity plan to promote the company season and raise awareness for the company itself.
- Helped shape the company season in partnership with the Managing Director and the Board of Directors.
- Solicited and arranged media interviews and other media coverage for the company and served as a spokesperson within the community as needed.
- Wrote, edited and produced newsletters, brochures, direct marketing pieces and other printed materials.
- Coordinated reviewers, including initial contact, secured tickets and prepared press packets.
- Conceptualized and organized promotional events and conferences.
- Served as the primary contact for the Board of Directors and volunteer committees.
- Developed and submitted proposals, reports, letters and other grant-related materials.

ARTIST, CURRICULUM DESIGNER

2008 to 2012

Manic Pixie Art Studio

- Conceptualized, planned and taught art workshops and camps to adults and children.
- Painted commissioned oil portraits and paintings for clients.
- Designed, built and painted custom sets for clients for both events and permanent installations.
- Designed and painted custom murals for personal and business clients.
- Wrote and illustrated printed educational materials including lesson plans, teaching assets, posters, promotional materials and newsletters for client's audiences.
- Participated as a guest artist at national plein air events.
- Worked with Oklahoma Arts Council as a teaching artist providing instruction and mentoring to elementary students in underserved communities.