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# EVONNE HEYNING

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## CCO: Toyshoppe Systems at CCO: Be Embodied

Interactive Producer

*Primescape*

Producing virtual events and experiences for the US Department of State using virtual worlds for international dialogue and conversations on relevant topics: architecture and design, policy, green business solutions.

Jan 2007 - Present

CoFounder

*Toyshoppe Systems*

Toyshoppe Systems is a dynamic engineering team providing high tech solutions for innovative programming. We build your dreams! LED Design, Models, Event Solutions and Film/TV Production are key specialties. Collaborative art & design work can be seen behind the scenes at [www.toyshoppesystems.com](http://www.toyshoppesystems.com)

2008 - Present

Interactive Producer

*USC Network Culture Project*

Working in virtual worlds the USC Network Culture Project studies the role of philanthropy and the public good in virtual communities. Primary roles include producing events, writing the book *Visions of Global Justice*, moderating panels along with machinima and interactive curatorial work for *State of Play 2009*. I catalyze new communities, design and develop spaces with diverse organizations and help groups work together in the growing 3D web landscape.

2007 - 2012

Interactive Producer

*TechSoupGlobal: Nonprofit Commons*

Technology support for international network of nonprofit organizations: streaming video series, audio and content for live and virtual events, meetups, webinars and conferences. Role includes producing video and interactive presentations in many platforms while educating many nonprofit partners how to use these tools efficiently for collaboration. Speaking and frequent blogging at conferences as a social media expert for nonprofits and public sector partners.

Jun 2003 - 2011

Founder

*Amoration*

Consultant to leading public sector clients. Founder and director of international bridgebuilding NGO dedicated to creating a culture of conscious compassion through multimedia aid efforts. Over ten years of creative design for nonprofit and educational partners including special event management, arts organization, publication and broadcasting production and design, communications and marketing for nonprofit organizations, educational institutions and media networks.

2001 - 2003

Media Specialist

*Providence Public Library*

Coordinated computer education programs for kids. Developed curriculum, taught computer and media production courses, provided program management and assistance for a number of nationally-recognized pilot projects. Received awards for Cambodian Family Journey and Wall of Hope video and web projects produced with students.

2002 - 2003

Special Education Arts Instructor

### *Massasoit/Granite Academy*

Curriculum development and daily education of dozens of middle and high school students in two charter special education schools for students with violent/self-destructive tendencies. Designed art workshop, media classes, outdoor sculpture gardens, music and video production and computer workshops with many students successfully producing albums, videos and artistic works.

2001 - 2001

#### Promotions Manager/Interactive Division

##### *Citadel Broadcasting*

Designed national interactive and transmedia promotional campaigns for over 200 radio stations. Produced graphics and user interfaces, games, copy, broadcast clips, research and metrics on the success of internet marketing for the entire broadcast network.

1999 - 2000

#### Outreach Director

##### *Sexual Assault & Trauma Resource Center*

Provided communications and development management for statewide rape and abuse prevention and advocacy center. Organized 5K fundraising event, produced newsletters and annual fund mailings, community drives and outreach activities, at times handled both communications and development departments in addition to IT/computer issues for an office of 25 and a budget over one million.

1998 - 1999

#### Development Director

##### *World Society for the Protection of Animals*

U.S. development officer for international animal welfare organization. Responsible for raising \$1.1mil budget through annual fund appeals, grantwriting, major gifts and planned giving, corporate donations and emergency in-kind gifts. Coordinated international aid shipments and assisted communications, PR and web design teams, organized first successful charity eBay auction with celebrity autographed teddy bears to benefit bear sanctuaries.

### Insight & Integration

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Ad-hoc consultant, board member and confessor to hundreds of world leaders in social service, media, spiritual development, education and healing arts. Pursuing advanced study into love and compassion in the cloud, our future of collective intelligence as it relates to wisdom studies.

### Artist: Painter & Sculptor

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Canvas, autos and artcars, bodypainting for performance and fine arts exhibitions, sculpture and digital painting for graphic design, glass arts, large scale public arts and unique interactive experiences.

### Love

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COMPASSION, TRUST & REPUTATION NETWORKS: Amoration is the crux of this work, exploring the roots of love and practices that lead to a healthy ecosystem in your networked culture. Our mission is to create a culture of conscious compassion.

### Curator

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Currently working with [www.theCOREconference.com](http://www.theCOREconference.com) and under-the-radar clients. Produced interactive demonstrations and the AvatarCamp virtual event for the

### Tech Consultant

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Advising nonprofits and individuals on how to use social media and basic web tools for communication, connection and project integration. Recent speaking engagements include how to use virtual worlds for global events, and "Sparking an Energetic Revolution" on crowdsourcing volunteer solutions for Lightning Temple development.

### Producer

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Events of all sizes, presentations and demonstrations, community campaigns, videos and social media challenges, games and playable virtual spaces. Amoration is a flexible arts collaborative available for unique interactive production services. Film, television, radio, print and online experience.

### Machinimatographer

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Produce videos within virtual worlds and gamespaces for education, commercial and nonprofit causes. My avatar ~In Kenzo~ is hired to produce mixed reality events, machinima and transmedia campaigns. Current series for @techsoup and Nonprofit Commons: Stories of Impact

State of Play conference at New York Law School, June 2009. Curate within the Lightning Temple team as creative director piecing together arts & educational content with opportunities. Associate artist at the Sugar Shack in Los Angeles.

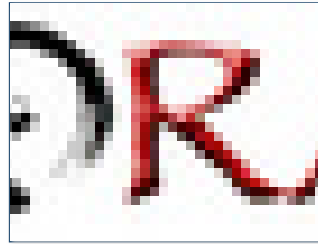
## Publishing



#intlarchitecture



Visions of Global Justice



Visit our spaces



Lightning Temple Experiences



Megan Keane

Colleague for social media campaigns, events, conferences, mixed reality and virtual worlds work, frequent collaborator

Stacy Ingber

Direct colleague managing grant-related programs for Annenberg School for Communication related to Virtual Worlds: Network Culture productions.

## Projects



Art published by In Kenzo - ...



Network Culture Challenges



Amulets by Amoration

2008 - 2008

Network Culture

[University of Southern California](#)

Post-graduate research and production working with the Network Culture Project in the Annenberg School for Communication at USC, focusing on the affordances of virtual worlds for research, education, communities and social benefit organizations.

2001 - 2001

Arts

Metal arts: sculpture, bowls and basic torch work

1993 - 1998

B.A.

Student body chaplain, Volunteer coordinator for all students offsite, President of Women's Society, Curator for arts shows and events, Newspaper photographer and Student Council representative. Graduated with honors. Specialized in matching students with volunteer projects in Quincy and Boston, MA. Served as an intern for Quincy Crisis Center as volunteer manager and development coordinator, writing grant proposals and communications materials for a local social service community center.

1989 - 1993

### *Richmond Community High*

Arts, media production, event management for National Honor Society. Class secretary, volunteer wrangler, organized blood drive and community actions, food care programs for NHS.  
Extracurricular: photography and publishing zine/papers along with intramural volleyball.

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## Cause Campaigns

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Camp Darfur in Second Life



Crisis in Darfur: Machinima

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## Interactive Leadership

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Virtual Events



Machinima with TechSoup

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## Embodied Presence - Interviews

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Be Embodied: Physical Pres...

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## 2009 Presentations

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International Alchemy Conference: **Interactivation, The Art and Process of Production**, October 2009

**Architectural Design and International Collaboration in Virtual Worlds** (event/panel host) October 2009

**Digital Storytelling Conference** and Webinars, October 2009 with TechSoupGlobal

Lightning Temple Tour 2009

Liberty Hill Foundation and LAANE on **Social Media for Los Angeles Organizations**, August 2009

**State of Play**: Interactive Curator and **AvatarCamp**: Producer June 2009

**Maker Faire** May 30-31 2009 San Francisco, California with Interactivation/Lightning Temple

Mindshare May 21, 2009 LA

"**Social Video**" Panel at NxtStage Hollywood Producers 2009

NTEN: Nonprofit Technology Conference 2009 Ignite **Sparking an Energetic Revolution** San Francisco, California

SXSWi for Screenburn Game Design Competition 2009: **ManorMeta** AAA Austin, Texas

BIL Conference February 2009: **Crowdsourcing Energetic Research**

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## 2010 Events

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Feb 6: **Gov2.0LA** Camp on the Future of the Interactive 3D Web at Blankspaces

Feb 17: Evolver Spore: RevLOVE

Talk on Network Culture & Intimacy with Kaye Porter

March 12: [SXSWi](#)

Networked Love, Bonding, Intimacy -- our Interactive Culture Clouds with Kaye Porter, Jean Russell and Valdis Krebs

April 10: [NTEN](#)

Creating Crossplatform Events that Rock with Susan Tenby, Megan Keane and Jessica Dally

April 20: [Coachella](#) with The Crimson Collective: Ascension Crane

May 25: Games for Change 101 Workshop for Game Design, @Chocodocgame

June 19: C3 State of the Arts Symposium in Los Angeles panel on Immersion Design

September 1-3 [CALCASA](#) National Sexual Assault Conference, talk on Mixed Media Campaigns and Events

**September 20: Producer and host for SocialGOV: Government & Social Media engagement event [#SocialGOV](#) at City Hall in Los Angeles (event producer)**

**September 23-25 [theCOREconference](#), Point Richmond, CA (event producer)**

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## Managing Social Presences & Identity

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[@amoration](#)

[@toyshoppe](#)

[@BeEmbodied](#)

[@TSsystems](#)

[@eddefyath](#)

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## Bio

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**PORTFOLIO** \* Content and IP Producer for TV, film, radio, web, events \* Award-winning director and machinimatographer \* Campaign leader & nonprofit director with 10+ years experience \* Published writer for screen, print, web (documentary, narrative, creative nonfiction) \* Interactive artist & designer: virtual worlds, live art, performance, festivals and workshop curriculum \* Global bridgebuilder, community organizer & better world scout assisting over 150 nonprofit organizations \* Educator, speaker, training specialist for universities, conferences & major public events \* Learning #edtech designer, content development & hands-on creative activities for public spaces **HISTORY** For the past ten years Evonne has served as a strategic creative consultant for government leaders, NGOs, media networks and educational institutions. She produces and leads diverse virtual teams to produce dozens of new releases and thousands of content elements every year.

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## Creative Tech Solutions

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\* Artist, futurist, writer: comprehensive design scientist with strong experimental media focus

\* Writer, facilitator, network weaver and engaged change agent working with over 100 public sector partners\* Producer for livestreaming, international social media, live games & interactive tech events \* Demonstrations, presentations, moderating, speaking, curating, program management for conferences

\* Strategic platform development: conceptual design cofounder for interactive hands-on learning enterprise \* Writing and transmedia planning for social action campaigns and cause-related media \* Nonprofit collaborations: campaigns, events, coalition-building and networking for technology production \* Community architecture across sectors with challenges & user-created educational content development \* Transmedia design & production for game, series, live and print for one story with many layers

**CREATIVE JUICE: Specialty in helping others turn on their creative potential for problem solving adventures and great collaborative storytelling**

