

HEATHER KRAKORA

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ABOUT

Dedicated and results-oriented Creative with over 20 years of experience in art direction, branding, and visual storytelling. Recognized for empowering and guiding teams to create meaningful designs and products that enhance the lives of consumers. Adept at fostering brand consistency to communicate trust with the consumer effectively. Proven expertise in diverse industries, driving successful brand development across categories and channels. Thrives while inspiring and mentoring teams and providing clear direction for seamless execution. Passionate about brand stories utilizing clean and impactful design.

CORE COMPETENCIES

- Brand Development
- Art Direction
- Visual Storytelling
- Creative Strategy
- Team Management
- Project Management
- Adobe Creative Suite
- ChatGPT/AI
- Communication
- Problem Resolution
- Leadership

EDUCATION + CERTIFICATIONS

**BACHELOR OF SCIENCE,
GRAPHIC DESIGN**
University of Wisconsin – Madison

LIFE + BUSINESS COACH
Courageous Living
Coaching Certification

EXPERIENCE

SENIOR ART DIRECTOR 08/2019 – 11/2022

Callisto Media | Oakland, CA

- Led a remote team of 5-9 creatives, directing and building visual brands for over 80 non-fiction book titles.
- Developed innovative cover designs and interior layouts, ensuring alignment with market trends and target audience preferences.
- Collaborated with authors, editors, and marketing teams to create visually appealing and informative book designs.
- Map out front-end creative vision, design narrative, and final deliverables to set the team up for success.
- Oversee and approve projects, providing high-level feedback, guidance, and leadership.
- Conduct internal critiques and reviews, driving inspiration and vision through big ideas for a diverse range of work.
- Manage and mentor a team, providing performance feedback, training, and development opportunities.

CREATIVE DIRECTOR 2010 – 2022

Heather Krakora Design | Berkeley, CA

- Provided strategic direction and built visual brands for female entrepreneurs, helping them establish a strong market presence.
- Developed comprehensive brand strategies, including logo design, color palettes, and visual guidelines.
- Conducted in-depth market research to identify target audiences and create compelling brand stories.
- Advised clients on marketing strategies and promotional campaigns to maximize brand exposure and customer engagement.

OWNER + CREATIVE DIRECTOR 2004 – 2017

Krakora Studios | Madison, WI

- Owned and operated a successful design and photography studio specializing in branding and visual storytelling.
- Led a team of designers, photographers, and production staff, fostering a collaborative and creative work environment.
- Managed all aspects of client projects, from conceptualization to final production, ensuring timely delivery and client satisfaction.

SENIOR ART DIRECTOR 1998 – 2005

The Flavia Company, Inc. | Santa Barbara, CA

- Directed and oversaw the branding of gift books and greeting cards for a leading company in the industry.
- Translated objectives into visually captivating designs, resulting in increased sales and brand recognition.
- Collaborated with writers, illustrators, and production teams to bring creative concepts to life.
- Managed multiple projects simultaneously, meeting strict deadlines and maintaining high-quality standards.

EXECUTIVE COACH 08/2020 – 08/2021

East Bay Rowing Club | Oakland, CA

- Provided executive coaching to the Program Director, enhancing leadership skills and fostering a high-performing team culture.
- Conducted one-on-one coaching sessions, identifying strengths and areas for development and creating actionable improvement plans.
- Facilitated workshops and training sessions on leadership, communication, and team dynamics.

VOLUNTEER EXPERIENCE

WOMEN'S COMPETITIVE TEAM CO-CAPTAIN 12/2021 - *current*

East Bay Rowing Club | Oakland, CA

- Lead and inspire 30+ women with very strong Type-A personalities to increase their fitness goals, to perform their best, be there for each other, and have fun.
- Organize and coordinate training plans and race-day logistics.
- Coordinate team-building activities and check-ins.
- Help manage interpersonal conflict and resolution.

EXECUTIVE BOARD MEMBER | VP OF COACH DEVELOPMENT 01/2020-08/2021

East Bay Rowing Club | Oakland, CA

- Advocated for the career development of 8 coaches.
- Advised the Program Director on how to run effective coaching reviews and how to best grow, develop and lead the coaching staff.
- Created a schedule for tracking certification coordination and education development.

BOARD MEMBER, VOLUNTEER COORDINATOR, MERCHANDISE COORDINATOR 1998 – 2005

Berkeley High Crew Team | Berkeley, CA

- Developed, sold, and managed new merchandise for team fundraising goals.
- Coordinated and managed over 200 parent volunteers for team events and races.
- Spearheaded and managed on-site and online sales.