

# HEATHER KRAKORA

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## PROFILE

A versatile, intuitive and empathic leader with excellent communication skills, an entrepreneurial spirit, and a talent for creative problem solving while inspiring a positive culture. A proven team advocate and collaborator who deftly manages complex projects from start to finish in a fast-paced environment. Driven, dedicated, and always striving to be a part of something bigger while working to inspire others to do the same.

### CORE COMPETENCIES

Empathetic leadership  
Creative management  
Mentoring  
Cross-team collaboration  
Creative strategy  
Team advocate  
Solution oriented problem solver  
Workflow development  
Brand design + management  
Art direction  
Print + web design  
Digital marketing  
B2B  
Concept development  
Photography  
Advanced Typography  
Visual storytelling

### TECHNICAL SKILLS

Adobe Creative Suite  
Basecamp  
Asana  
Smartsheets  
G Suite  
DAM

### EDUCATION

**BACHELOR OF SCIENCE,**  
**Graphic Design**  
University of Wisconsin  
- Madison

### CONTINUED EDUCATION

**CERTIFIED LIFE +**  
**BUSINESS COACH,**  
Courageous Living Coach  
Certification

### EXPERIENCE

#### SENIOR ART DIRECTOR 08/2019 - 10/2022

Callisto Media | Oakland, California

- Managed a team of art directors and designers: evaluated skills, mentored new hires, and led performance reviews while providing overall team support to create high-quality products and inspire a positive culture.
- Implemented the data-driven design of new series and stand-alone titles, for non-fiction books in wellness, lifestyle, children's, and guided journals.
- Art directed complex illustration programs and custom photo shoots.
- Strategized and executed series style guides for diverse audiences while collaborating closely with the Editorial and Operations teams on book production to keep projects on schedule.
- Led Diversity and Inclusion Guide and Age-Appropriate Illustrated Reference initiatives for art directors.

#### EXECUTIVE COACH 08/2020 - 08/2021

East Bay Rowing Club | Oakland, California

- Coached the Program Director in her professional and personal growth, ensuring that she had a solid logical and emotional base for making decisions while helping her strategize how to achieve her professional and personal goals.
- Helped her navigate the significant program challenges through COVID while she managed a staff of 8 coaches and led a club of over 120 people and volunteers.
- Guided her through organizational changes while meeting the club's enrollment targets and keeping the budget top of mind, all while keeping focused on the club's mission-based goals.
- Contributed to ideating new club policies while troubleshooting arising issues.
- Created a hiring framework for future hires.

#### FREELANCE ART DIRECTOR 03/2001 - present

Heather Krakora Design | Berkeley, California

- Collaborated with creative teams on branding strategies and photo shoots.
- Provided strategic direction for branding and digital designs for businesses.
- Designed collateral, including on-line course materials and books, landing pages, digital ads, mailers, posters, social media graphics, apparel and merchandise, invites, etc.

**Clients include:** Good Life Project, LEANLOVE, Fellow Flowers, 608 Threads

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## EXPERIENCE cont.

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### **CREATIVE DIRECTOR + PHOTOGRAPHER** 03/2004 - 07/2017

Krakora Studios, Inc. | Madison, Wisconsin

- Oversaw the look and evolution of the studio's creative direction through consistent and innovative marketing, brand strategies, and design.
- Led freelancers to ensure highly creative services while facilitating a positive, efficient work environment.
- Organized, coordinated, and executed in-studio and location editorial photo shoots. Edited assets to ensure proper display and use of image collections.

**Clients include:** Center of Investigating Healthy Minds, Cystic Fibrosis Foundation - Madison, Dane County Humane Society, Tri-4-Schools

### **SENIOR ART DIRECTOR** 10/1998 - 03/2005

The Flavia Company, Inc. | Santa Barbara, California

- Directed and created products, including inspirational books, children's books, greeting cards, journals, calendars, bedding, and ceramics.
- Hired and mentored graphic designers.
- Collaborated closely with numerous writers, in-house sales team, artists, and designers.

## VOLUNTEERING

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

East Bay Rowing Club | Oakland, California

- 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, California

- 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 + MERCHANDISE COORDINATOR** 08/2017-06/2019

Berkeley High Crew Team | Berkeley, California

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