

HEATHER KRAKORA

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PROFILE

A versatile, intuitive and imaginative art director with extensive experience developing and maintaining innovative, creative strategies. Strategically minded with outstanding communication skills, an entrepreneurial spirit, and a talent for translating data into successful designs. A proven creative problem solver who deftly manages complex projects from start to finish. Passionate, dedicated, and always striving to be a part of something bigger while bringing people up along the way.

SKILLS

Adobe Photoshop,
InDesign, Illustrator,
Lightroom, Bridge
Basecamp
Asana
Smartsheets
G Suite

SPECIALTIES

Brand design + management
Creative strategy
Art Direction
Book design
Freelance/team management
Certified life and
business coach
Cross-team collaboration
Concept development
Photo art direction
Visual storytelling
Workflow development
Illustration

EDUCATION

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

VOLUNTEERING

**East Bay Rowing Club
Executive Board Member**
VP of Coach Development,
**Berkeley High Crew Team
Board Member**
Volunteer Coordinator,
Merchandise Coordinator

EXPERIENCE

SENIOR ART DIRECTOR 01/2021 - Current **ART DIRECTOR** 08/2019 - 01/2021
Callisto Media, Emeryville, California

Strong collaborative partner with cross-functional in-house and freelance teams. Responsible for the art direction of cover and interior book designs, specifying and directing illustrators, partnering with art producers to allocate photography, and working cross-departmentally to keep projects on schedule. Mentor and led new hires. Manage a small team of Art Directors and freelancers. Create style guides for book series and illustrator brief templates as a resource for art directors to help create efficient workflows. Involved with Diversity and Inclusion for Art Directors and Age Appropriate initiatives for Art Directors.

EXECUTIVE COACH 08/2020 - 08/2021

East Bay Rowing Club, Oakland, California

Supported and coached the Program Director in their professional and personal growth, ensuring that they had a solid logical and emotional base for making decisions while helping them strategize how to achieve their professional and personal goals. Helped them navigate the significant program changes through COVID while managing a staff of 8 coaches and leading a club of over 120 people and volunteers. Coached them through navigating organizational change while meeting the club's enrollment targets and keeping their budget top of mind, all while keeping focused on their mission-based goals. Worked as a sounding board for ideating new club policies while troubleshooting as issues arose. Created a hiring framework for future hires. Guided them in strengthening their communication skills.

FREELANCE ART DIRECTOR 1998 - Current

Heather Krakora Design, Berkeley, California

Branding and digital design for small businesses. Collaborate with creative teams on branding strategies and photo shoots. Design public-facing collateral including: online course material and books, 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.

CREATIVE DIRECTOR + PHOTOGRAPHER 2004 - 2017

Krakora Studios, Inc., Madison, Wisconsin

Oversee the look and evolution of studio's creative direction through consistent and innovative marketing and brand strategies and design. Lead freelancers to ensure services are on height of creativity while facilitating a positive, efficient work environment. Organize, coordinate and execute in-studio and location editorial photo shoots and edit assets to ensure proper display and utilization of image collections.

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

SENIOR ART DIRECTOR 1998 - 2005

The Flavia Company, Inc., Santa Barbara, California

Art directed a diverse slate of products, including inspirational books, greeting cards, calendars, bedding and ceramics. In charge of hiring and mentoring graphic designers. Collaborated closely with numerous writers, in-house sales team, artists and designers.