



[Instagram @mishakratina](https://www.instagram.com/mishakratina)  
[www.mishakratina.com](http://www.mishakratina.com)  
misha.kratina@gmail.com  
Tweede Oosterparkstraat 185B  
1092BH, Amsterdam  
+31638538782

# MICHAELA KRATINOVA

## PORTFOLIO

[www.mishakratina.com](http://www.mishakratina.com)

## SELECTED PUBLICATION

Mirror Mirror Magazine #13 (print 2021)

CAP74024 (2021)

[Hunger Magazine \(2021\)](#)

[Sicky Magazine \(2021\)](#)

[French Fries magazine \(2021\)](#)

[Interview VENUSHE \(2021\)](#)

## SKILLS

Experienced in Adobe Creative Suite

Experienced in Keynote

Knowledge of social media trends

Knowledge of the current market  
and consumer trends

Creative, innovative

Excellent propensity for teamwork

## LANGUAGES

Czech native

Dutch fluent

English fluent

French fluent

## EDUCATION

MK4 (2020 - 2022)

Sculpture, AMSTERDAM, NL

GERRIT RIETVELD ACADEMY

(2019 - 2020)

Contemporary art, AMSTERDAM, NL

UNIVERSITY OF AMSTERDAM (2020)

Film making, documentary & fiction

MK4 (2019 - 2020)

Graphic design, AMSTERDAM, NL

MK4 (2018)

Photography, AMSTERDAM, NL

UJAK UNIVERSITY, PRAGUE, CZ

(2012 - 2016)

Master degree

Multi media & communication

Misha is an art director and multidisciplinary artist with a background in graphic design, media (University in Prague), contemporary art (Gerrit Rietveld Academy) and filmmaking, specialized in documentary & fiction (The University Of Amsterdam). She is currently working as an art director at luxury jewelry brand [Bibi van der Velden](#) based in Amsterdam and is also represented by [EE Creative studio](#) as a freelance art director.

## EXPERIENCES

### FREELANCE ART DIRECTOR AT EE CREATIVE STUDIO (2021)

[BIBI VAN DER VELDEN / AUVERTURE](#) (2020 - currently)

**luxury jewellery brands**

ART DIRECTOR

Art direction and content creation from concept to final results

Creating concepts / moodboards for various shoots

Collaboration with photographers and different agencies

Manage and oversee end to end delivery from creative brief, shoot pre production, to release of creative assets

Planning budgets and shoot production

Support in the realization of online and offline graphic projects

In house stylist

Leading a team of Junior Content Creator and Junior Graphic Designer

[VENUSHE](#) (2020 - currently)

**art platform**

ARTIST

VENUSHE is an artistic duo using a multidisciplinary approach exploring women's topic of faith in natural forces and incantation, the healing power of hope, but also of solitude, despair, and cruelty.

[RHUMAA](#) (2019)

**sustainable fashion brand**

JUNIOR ART DIRECTOR

Development of creative concepts (AW 19/20 campaign, AW 20/21 lookbook), eye catching social assets and animated GIFs. Creation of outstanding digital designs, layout and prints.

[KLEDING.NL](#) / Fashiola (2018 - 2020)

**ecommerce fashion platform**

GRAPHIC DESIGNER & CONTENT MARKETEEER

Translation of a briefing into designs for web (banners, newsletter). Assist in maintaining the creative strategy and the effective development of visual identity.