

# Madison Moats

she/her

madisonmoats.com

madisonmoats@gmail.com

## Education

Savannah College of Art and Design  
Atlanta, Georgia  
Bachelor of Fine Arts, Graphic Design

## Skills

Adobe Creative Suite  
Figma  
Sketch  
Miro  
Keynote  
HTML5/CSS  
Webflow  
Brand Strategy  
Presentation  
Video Production and Editing  
Motion Design  
After Effects  
Premiere Pro  
Illustration  
Printmaking  
Writing

## Awards and Scholarships

Walmart Ugly Sundaes, 2024  
Gold REGGIE, Holiday or Seasonal  
Marketing. Gold REGGIE, Shopper  
Marketing, Retailer-Specific or  
Omnichannel Marketing.

Red Dot Design Award in Brands and  
Communication awarded to Minion  
Type Specimen, 2021

May and Paul Poetter Full Tuition  
Scholarship, Savannah College of Art  
and Design, 2017 – 2021

National Retail Federation (NRF)  
Foundation Student Challenge, 2nd  
place out of 27 national teams, 2021

## Affiliations

American Institute of Graphic Arts

## Experience

### Senior Designer | The Atlanta Journal-Constitution

February 2025 - current

Creating visual identities for AJC-endorsed brands, marketing campaigns, and top of funnel brand moments. Contributing to brand strategy alongside senior leadership in addition to setting and upholding brand standards across departments. Utilizing motion design, conceptual thinking, and art direction to elevate the AJC brand across experiential and out-of-home environments, photography, video, social, and print.

### Design Director | Reel Friends

December 2024 - current

Directing and designing brand touchpoints for Reel Friends, an independent film production company in Atlanta. Creating the logo and visual identity system, merchandise, marketing collateral in print and digital environments, and promotional materials for an ongoing calendar of events. Strategizing to promote brand awareness and directing other artists in the group as they use the brand system to create additional collateral.

### Art Director, Junior Art Director | Arc Worldwide

June 2021 - December 2024, promoted April 2022

Conceptualizing, designing, and executing creative solutions on the Unilever team and beyond. Crafting award-winning activations in digital, print, and social media environments for global brands and nationwide retailers. Collaborating with strategy, business leadership, and directly with clients to uphold brand guidelines and create custom visuals for multimillion dollar campaigns.

### The Home Depot x SCADpro | Sponsored Course at SCAD Atlanta

September - November 2020

Worked with a team of students to conceptualize and design a new section of The Home Depot application. Served as a project lead, working on UX design and research, video production, presentation design, and art direction.

### President | SCAD Atlanta AIGA

May 2020 - May 2021

Primary spokesperson and coordinator for official AIGA (American Institute of Graphic Arts) student club. Created meeting agendas, communicated with faculty advisor, and organized professional development opportunities for students.

### Audio and Video Intern | Atlanta Tech Village

May 2018 – August 2018

Produced, directed, and edited marketing media for start-up companies, including podcasts, pitch videos, and promotional material used in company-wide meetings. Communicated with clients to schedule sessions and managed studio space.

