

Madison Moats

she/her

madisonmoats.com

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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.

