



/ EXPERIENCE

ANDREW McKEE DESIGN • Independent Creative Director

2001 – PRESENT • ATLANTA, GA / REMOTE

- Partner with brands and agencies to build scalable brand identity, packaging, and visual systems.
- Direct projects from strategy through production and launch.
- Build brand systems across print, digital, product, and packaging.
- Serve as creative lead and client partner on each engagement.

SOMMIFY • Co-Founder & Creative Director

2019 – PRESENT • ATLANTA, GA

- Co-founded a nationally distributed wine-tasting game and took it from concept to retail.
- Direct the brand identity, packaging, product, and visual system.
- Lead creative strategy across product, packaging, and marketing.

GO DO GOOD • Art Director

2023 – 2026 • REMOTE

- Directed brand identity and packaging systems for K–12 education clients.
- Built packaging and visual systems for STEM products, including Accelerate Learning.
- Extended brands across print, digital, and campaign touchpoints.

DESIGNS BY LOLITA • Creative Director

2005 – 2017 • ATLANTA, GA

- Built and led a 25+ person creative team behind a multimillion-dollar gift and lifestyle brand.
- Art-directed quarterly product lines across thousands of seasonal SKUs in gift, drinkware, and home.
- Took on the VP's product and operations duties when the role was eliminated, on top of leading creative.

/ SELECTED WORK

Accelerate Learning • STEM packaging system

Gearbox • Industrial drinkware brand

Sommify • National tabletop game

/ ABOUT

Creative Director with 25+ years building brand identities, packaging, and visual systems for national consumer, education, and mission-driven organizations. Known for pairing strategy with hands-on execution to build brands that scale, stay consistent, and keep working long after launch.

/ SELECTED CLIENTS

Volkswagen • Hallmark • Empire State Building •
Margaritaville • Espolón • Accelerate Learning •
A&E • QVC

/ CAPABILITIES

Brand Identity • Packaging Systems • Visual
Systems • Creative Direction • Brand Strategy •
Product Development • Creative Leadership •
Cross-Functional Collaboration • Creative
Operations • Retail Product Development

/ EDUCATION

Savannah College of Art and Design
BFA, Graphic Design

/ RECOGNITION

Selected for LogoLounge 13 & 14 • Featured in
Voyage ATL • Featured on FYI Network •
Featured on CNBC's How I Made My Millions

De León Barbershop • Brand identity system

The Anguished Barber • Brand identity system

Logofolio • Selected identity collection