



CREATIVE DIRECTION & DESIGN

01
PROFILE

Creative director with 25+ years building brand identities, packaging and visual systems for national consumer, education and mission driven organizations. I pair strategy with hands on execution, so the brands scale, stay consistent and keep working long after launch.

02
2001 -
PRESENT

Andrew McKee Design · Independent Creative Director

ATLANTA, GA / REMOTE

Partner with brands and agencies to build scalable identity, packaging and visual systems, directing each project from strategy through production and launch. I am creative lead and client partner on every engagement, which means the person who sets the idea is the same person who sees it onto the shelf.

03
2023 - 2026

Go Do Good · Art Director

Directed brand identity and packaging systems for K-12 education clients including the STEM packaging system for Accelerate Learning, and carried those brands across print, digital and campaign touchpoints.

04
2005 - 2017

Designs by Lolita · Creative Director

ATLANTA, GA / REMOTE

Built and led a 25+ person creative team at a multimillion dollar gift and lifestyle brand for twelve years, art directing quarterly product lines across thousands of seasonal SKUs in gift, drinkware and home, from first concept to the shelf. When the VP role was eliminated I took on its product and operations duties without handing off creative.

05
CLIENTS

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

06
SELECTED
WORK

Accelerate Learning · De León Barbershop · Designs by Lolita · Gearbox · The Anguished Barber · J. James · Logofolio

07
CAPABILITY

Brand identity · Packaging systems · Visual systems · Creative direction · Brand strategy · Product development · Creative leadership · Project management · Retail product development

08
EDUCATION

Savannah College of Art and Design, BFA Graphic Design

09
RECOGNITION

LogoLounge 13 & 14 · Voyage ATL · FYI Network · CNBC, How I Made My Millions · Best of Savannah