

Adriann Buchanan-Moore

www.adriannbuchanan.com | adriann3500@yahoo.com | 404.935.2428 | Atlanta, GA

SUMMARY

Creative lead and Art Director with 28+ years of experience spanning branding, print and digital design, packaging, photography, and multi-channel campaigns. Recognized for connecting creative vision to business strategy, leading cross-functional and external teams, and delivering high-profile work for major media outlets and retail brands.

CORE COMPETENCIES

- Print & Online Design
- Branding and Visual Identity
- Photography, Editing & Styling
- Packaging Design
- Product Development
- Trade Show & Environmental Design
- Client & Vendor Relations
- Cross-Functional Team Leadership
- High-Profile Media Partnerships
- Pre-Press Production

PROFESSIONAL EXPERIENCE

Art Director / Creative Lead

PurseN (and former sister brand Lotta-Lite) - Atlanta, GA | Aug 2019 - Present

- Directed brand strategy and end-to-end creative execution across packaging, print, digital, trade show environments, and televised media segments, including nationally broadcast placements (Lotta-Lite launch with GMA for \$400k in 12 hours).
- Developed and maintained cohesive brand identity, ensuring alignment with business objectives and market positioning.
- Led design and production process from concept through delivery, managing external creative partners, manufacturers, and media teams to deliver on-time, on-brand solutions.
- Led creative for high-profile media partnerships (Oprah, Good Morning America, The View, QVC), delivering assets for televised segments, e-commerce, and promotional campaigns.
- Contributed to creating and launching multiple product lines, overseeing visual identity, packaging, photography, and marketing collateral.
- Acted as primary liaison between executive leadership, creative resources, and external stakeholders, ensuring brand consistency and creative excellence.

Freelance Graphic & Production Artist

Atlanta, GA | July 2017 - Present

- Provided creative direction, design, and production services for clients including Buckhead Heritage Society, Holy Innocents' Golden Bear Gala, Golden Key Relocation Concierge and more.
- Designed visual identities, event branding, marketing collateral, & print materials to client specifications, ensuring brand consistency and quality.
- Consulted with clients to develop creative strategies aligned with business goals, handling all aspects from concept through final delivery.

Senior Graphic Designer / Production Artist / Sales Associate & Design Consultant

Studio Printing & Paper - Atlanta, GA | Sept 2014 - June 2017

- Managed 100+ client accounts, delivering creative solutions for corporate, non-profit, and personal projects.
- Produced all in-house printing and coordinated with outside vendors for specialty needs, ensuring quality and timely delivery.
- Developed logos, print collateral, and custom stationery designs, guiding clients from initial concept through production.
- Acted as point of contact for staging and PR at open house events, representing the brand and building client relationships.

Freelance Graphic & Production Artist

Atlanta, GA | July 2014 - Dec 2014

- Delivered creative direction, design, and production support for private clients, handling projects from concept through final production.
- Developed branding, print collateral, and marketing assets aligned with client goals and brand identity.

Senior Graphic Designer / Assistant Manager / Sales Associate

Paper Affair - Peachtree Battle Location - Atlanta, GA | Aug 2012 - July 2014

- Served as primary print related problem-solver for four Atlanta locations, ensuring consistency and quality across all design and print deliverables.
- Managed relationships with outside print vendors, resolving production issues and maintaining brand standards.
- Designed custom print materials for 1000+ customers, balancing creative vision with budgets and operational efficiency.

Food Photographer

San Miguel de Allende, Mexico | 2010 - 2011

- Produced photography for publications including Madrid Fusion Mexico, Hotels magazine, Hotel Matilda promotional materials, and The Daily Meal.
- Collaborated with chefs and hospitality brands to create compelling imagery for print and digital use.

Marketing Web Coordinator / Assistant to Marketing Director

National Museum of Wildlife Art - Jackson Hole, WY | 2008 - 2009

- Developed creative and copy assets for email campaigns, advertising, press materials, and collateral.
- Photographed events, visitors, and retail merchandise to support marketing initiatives.
- Coordinated interdepartmental workflows to streamline updates to web content and maintain visual consistency.

Online Graphics & Content Coordinator

SavannahNow.com / Savannah Morning News - Savannah, GA | 2001 - 2007

- Led team in award-winning redesign of SavannahNow.com, enhancing usability and visual appeal.
- Created online and print advertising, logos, and event branding for corporate and community initiatives.
- Maintained and updated affiliated publications' websites, ensuring timely, accurate content.
- Created and maintained multiple external company websites through the SavannahNow umbrella, from concept through final production, including building client relationships, copywriting, and photography.

Advertising Graphic Designer

Savannah Morning News - Savannah, GA | 1998 - 2001

- Designed advertising for 100+ clients, coordinating with multiple sales teams to meet tight deadlines.
- Partnered with the Marketing Director on in-house and affiliate advertising campaigns.
- Provided on-call troubleshooting support for production emergencies affecting more than 300 active advertisers.

EDUCATION

B.A., Magna Cum Laude - The Savannah College of Art and Design (SCAD) 1996

TECHNICAL SKILLS

- Photoshop • Indesign • Illustrator • Shopify • Amazon • Mailchimp