

Adriann Buchanan-Moore

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SUMMARY

Art Director and Creative Lead with extensive experience operating at Associate Creative Director level. Skilled in developing integrated campaigns across print, digital, packaging, photography, and environmental design. Known for aligning creative direction with business strategy, mentoring designers, and collaborating with cross-functional teams to deliver high profile projects for national brands, media outlets, and consumer facing products.

CORE COMPETENCIES

- Print & Online Design
- Branding & 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

- Direct brand strategy and creative execution across packaging, print, digital, trade show environments, and televised media segments - consistently emphasizing a *fashion-forward, elevated look* aligned with company vision.
- Develop and maintain cohesive brand identity, ensuring campaigns resonate with trend-conscious consumers and position the brand within the fashion/luxury space.
- Lead design and production from concept through delivery, managing external partners, manufacturers, and media teams.
- Collaborate with and provide creative direction to social media support and freelancers, guiding seasonal styling, campaign looks, website creative, email, and social content.
- Partner with high-profile outlets including Oprah, Good Morning America, The View, and QVC to deliver assets for televised segments, e-commerce, and promotional campaigns.
- Contribute to launching multiple product lines, overseeing visual identity, packaging, photography, and marketing collateral.
- Act as primary liaison between executive leadership, creative resources, and external stakeholders, ensuring brand consistency and creative excellence.
- Mentored and trained six junior designers, reinforcing brand standards and creative consistency.

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