

Keri Atchley

ART DIRECTOR

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Jacksonville, Florida / Open to relocating to San Francisco

Creative leadership with a hands-on commitment to the work.

Art director, designer and founder of Design360 with 25+ years of experience building brands across lifestyle, consumer, hospitality and nonprofit markets. Connects concept development and photography direction with detailed execution across campaigns, brand systems, packaging, editorial, web and email. Brings current pet-brand development and a long-standing connection to dogs to The Foggy Dog.

Art direction / Brand systems / Photography + retouching / Campaigns
Ecommerce creative / Email / Packaging / Print + editorial / Social

PROFESSIONAL EXPERIENCE

Design360, LLC

Founder & Executive Creative Director | 2000–Present

Lead an independent creative studio from strategy and concept through production, remaining directly involved in design, image selection, retouching and final artwork.

Develop identities, typography and color systems, campaigns, packaging, publications, websites, email and social creative; carry a consistent visual direction across formats and customer touchpoints.

Direct designers, writers, photographers, developers and production partners. Present concepts, guide critiques, mentor collaborators and coordinate concurrent assignments through final delivery.

Coastal Luxury Real Estate

Marketing Director & Senior Designer | Design360 engagement | April 2012–2024

Served as embedded creative and marketing lead for a 12-year engagement. Launched the print magazine from concept through production, extending its luxury visual language into property brochures, market reports, advertising, web and email.

IDEAS / Folio

Design Director | Atlanta, Georgia | 1996–2000

Designed and directed brand, corporate communications, exhibit and environmental projects, collaborating with agency teams and clients from concept through production.

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ART DIRECTOR / SELECTED WORK

BRAND STORIES WITH RANGE

Barley Smart for Dogs

Current brand development | With Dr. Tonia Wood

Developing a pet nutrition brand through identity exploration, typography and color systems, packaging concepts, ecommerce layouts, social creative and investor presentation design. The work explores distinct visual directions and extends them into a coordinated consumer brand experience.

Dogs of 30A

Pet-centered editorial | With Dr. Tonia Wood

Collaborated with veterinarian Dr. Tonia Wood on Dogs of 30A, a lifestyle book celebrating dogs and their people along Florida's 30A. Brings a personal understanding of the dog-owner relationship to editorial storytelling and brand work.

Sea Level Spirits

Co-founder, Local Coast Brands, LLC | Consumer brand launch

Built the spirits brand from concept through launch, including positioning, identity, packaging, product storytelling, photography direction and integrated marketing. Extended one visual idea across the product and its campaign materials.

The SEASIDE Style and The Court

Lifestyle retail and hospitality | Identity through production

Created coordinated identities and applications for Cabana, Kids+Baby and The Court, spanning original illustration, shopping bags, retail graphics, product tags, merchandise, textiles and guest materials.

Emeril Lagasse Foundation Throwdown

Creative direction | Integrated event campaigns

Created annual themes and visual systems across invitations, signage, merchandise, auction materials, digital content and live presentations. Sustained a cohesive experience across more than 10 audience touchpoints.

DESIGN TOOLS

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Acrobat, Premiere Pro and After Effects. Figma, Klaviyo, Mailchimp and Squarespace.

EDUCATION

University of Georgia | BFA, Commercial Interior Design
Minor in Fine Arts / Study abroad: Cortona, Italy