

Keri Atchley

ART DIRECTOR APPLICATION

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Jacksonville, Florida / Open to relocating to San Francisco

Dear The Foggy Dog Team,

I'm applying for the Art Director role because it brings together the work I love most: building a distinctive brand, directing photography and making the details work across products, campaigns and everyday customer experiences. The Foggy Dog's attention to color, pattern and presentation makes that opportunity especially compelling.

I founded Design360 in 2000 and have spent more than 25 years combining creative leadership with hands-on design. My work spans brand systems, packaging, editorial, digital campaigns, web and email. I still design, retouch photographs and prepare final artwork, while directing collaborators and carrying the original idea through production.

That range includes building Sea Level Spirits from concept through launch, developing retail and hospitality identities for The SEASIDE Style and The Court, and leading Coastal Luxury's magazine and marketing creative over a 12-year engagement. I understand how a visual system needs to hold together across a package, a photograph, a printed page and a digital experience.

Dogs are also a continuing thread in my work and life. I collaborated with veterinarian Dr. Tonia Wood on Dogs of 30A, and we are now developing Barley Smart for Dogs. My current work includes identity and visual systems, packaging concepts, ecommerce layouts, social creative and investor presentation materials. Sea Level Dogs, a follow-up concept to Dogs of 30A, is in its early stages. Outside the studio, I work with dogs through Rover and am currently taking coursework toward professional dog-training certification.

That firsthand connection makes designing for dogs and the people who love them particularly meaningful. I would bring an experienced creative eye, care for the customer relationship and the willingness to stay close to the daily work as The Foggy Dog grows.

I'm based in Florida and open to relocating to San Francisco for the Art Director position, my primary interest. I'm also interested in your part-time freelance Graphic Designer opportunity and am available to work remotely during Pacific business hours.

I'd love to discuss how my experience could support your team and the next chapter of The Foggy Dog.

Warmly,

Keri Atchley