

Keri Atchley

FREELANCE GRAPHIC DESIGNER

keriatchley.com / keri@design-360.com / 404 822 3834

Jacksonville, Florida / Remote freelance availability during Pacific business hours

Senior design craft. Ready for the day-to-day creative.

Hands-on graphic designer with 25+ years of experience creating polished brand, digital and print work for lifestyle and consumer businesses. Comfortable working within an established visual system, developing new concepts and adapting creative across web, email, social and packaging. Combines detailed production skills with clear communication and independent project management.

Email + web creative / Digital campaigns / Social assets / Image retouching
Typography / Layout / Brand consistency / Production-ready artwork

PROFESSIONAL EXPERIENCE

Design360, LLC

Founder, Creative Director & Hands-on Designer | 2000–Present

Design brand identities, digital campaigns, websites, email, social content, publications and packaging for consumer, lifestyle, hospitality and nonprofit clients.

Carry approved concepts across formats, refining typography, image crops, retouching and layout. Prepare final artwork and coordinate proofs and vendor specifications to maintain quality through production.

Collaborate with marketers, writers, photographers and developers; incorporate feedback, maintain brand standards and manage multiple assignments and delivery schedules.

Coastal Luxury Real Estate

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

Produced recurring magazine issues, property brochures, market reports, advertising, web and email creative within a consistent luxury aesthetic. Balanced ongoing production with new campaigns over a 12-year client relationship.

IDEAS / Folio

Design Director | Atlanta, Georgia | 1996–2000

Designed corporate communications, brand and environmental graphics, working with agency teams and clients to deliver coordinated concepts and accurate production files.

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FREELANCE GRAPHIC DESIGNER / RELEVANT WORK

SELECTED DESIGN WORK

Barley Smart for Dogs

Current development | Pet nutrition brand with Dr. Tonia Wood

Creating identity explorations, packaging concepts, ecommerce layouts, social assets and presentation materials. Develops typography, color and imagery into a flexible system that carries across digital and product applications.

Cabana and Kids+Baby

The SEASIDE Style | Retail design and brand applications

Created retail identities and graphics spanning shopping bags, product tags, signage, magazine advertising and original illustration. Adapted artwork across physical retail and printed materials while preserving brand character.

The Court

SEASIDE | Hospitality identity and branded products

Developed an identity around a hand-drawn architectural illustration and extended it across stationery, guest materials, merchandise, textiles and private-label travel kits. Coordinated artwork and vendors through production.

Dogs of 30A

Editorial collaboration | With Dr. Tonia Wood

Collaborated on a lifestyle book celebrating the dogs and people of Florida's 30A communities, connecting pet-centered storytelling with a broader body of brand and editorial design.

Sea Level Spirits

Consumer brand | Packaging and campaign creative

Built the brand from concept through launch as co-founder of Local Coast Brands, LLC. Designed identity, packaging and launch materials, with product storytelling and photography direction extending into integrated marketing.

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