

Madison Moats

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Education

Savannah College of Art and Design
Atlanta, Georgia
Bachelor of Fine Arts, Graphic Design
2017 - 2021

Skills

Adobe Creative Suite
User Experience Design
Figma
Sketch
Miro
Keynote
HTML5/CSS
Video Production and Editing
Motion Media
Illustration
Printmaking
Writing

Publications

"Everything You Never Said," Ivy Hall
Review, Featured Writer
September 2018

Awards and Scholarships

Red Dot Design Award in Brands and
Communication awarded to Minion
Type Specimen, 2021

May and Paul Poetter Full Tuition
Scholarship, Savannah College of Art
and Design, 2017 – 2021

National Retail Federation (NRF)
Foundation Student Challenge, 2nd
place out of 27 national teams, 2021

Dogwood Festival Student Exhibition
Featured Artist, 2017

Affiliations

American Institute of Graphic Arts

Experience

Arc Worldwide

Art Director April 2022 - Present
Junior Art Director June 2021 - April 2022

Conceptualizing, planning, and executing creative solutions on the Unilever team and beyond. Creating award-winning activations in digital and print environments for global brands and nationwide retailers.

The Home Depot x SCADpro

Sponsored Course at Savannah College of Art and Design
September - November 2020

Worked with a team of students to conceptualize and design a new section of The Home Depot application. Served as a project lead, working on user experience design and research, and a variety of presentation formats.

Student Ambassador Coordinator

Savannah College of Art and Design
August 2019 - May 2021

Oversaw a team of 40+ Student Ambassadors to coordinate their presence at university events. Responsible for primary communication, leading team meetings, managing Ambassador leadership team, and training for new roles.

President

SCAD Atlanta AIGA
May 2020 - May 2021

Primary spokesperson and coordinator for official AIGA (American Institute of Graphic Arts) student club. Created meeting agendas, communicated with faculty advisor, and organized professional development opportunities for students.

GRDS / GDVX Senior Showcase Branding Team

SCAD Graphic Design Department
December 2020 - May 2021

On team of students responsible for branding SCAD Secession, the annual celebration of the best work of the Graphic Design department. Created concept and visual language for the campaign and designed collateral like posters, social media presence, and final book of work.

Audio and Video Intern

Atlanta Tech Village
May 2018 – August 2018

Produced, directed, and edited marketing media for start-up companies, including podcasts, pitch videos, and promotional material used in company-wide meetings. Communicated with clients to schedule sessions and managed studio space.

