

meaganmack

Art Director & Multidisciplinary Designer specializing in brand systems, product storytelling, and cross-channel design that brings ideas to life from concept to execution.

Education

Savannah College of Art and Design (SCAD)
Atlanta, GA
BFA | Graphic Design

Design Expertise

Creative Direction
AI-Driven Concept
Development & Creative Strategy
Brand & Visual Identity Systems
Retail & Environmental Design
UX/UI Design
Website Design
Motion Graphics
Packaging Design
Digital Content
Editorial Design
Presentation Design
Print
Typography
Production

Art & Design Experience

Mastermind Marketing
Atlanta, GA
Art Director
2018 – 2025

Led concepts and creative to build the overall vision for brand and marketing campaigns, visual identity systems, digital media, and B2B products/services; Collaborated with agency partners to successfully launch showcases and ad campaigns for various clients; UX/UI, web, video, and social media content; Managed and mentored junior designers and interns to provide standards for team building, workflow, production design, and client deliverables

Snoots Pooch Boutique
Lawrenceville, GA
Founder & Creative Director
2022 – Present

Built and launched a DTC lifestyle brand from concept to market, defining brand strategy, visual identity, and product direction; Designed and produced breed-focused apparel, accessories, and packaging in collaboration with manufacturers and vendors; Led Shopify UX, content strategy, and marketing campaigns to drive brand awareness and sales; Created modular retail Pup-Up booth systems for live events and experiential marketing

The Coca-Cola Company
Atlanta, GA
Graphic Designer & Production
2016 – 2018

Worked in the internal design agency, KO:OP to create graphics and production for OOH, POS, print ads, and retailers for various Coca-Cola brands and campaigns: Print, digital, packaging, photo retouching and manipulation for seasonal, sports, events, and brand customization

InReality
Atlanta, GA
Graphic Designer
2013 – 2016

Led design efforts for agency visual ID, website, and marketing materials; Collaborated with industrial designers and digital team to create award winning print, environmental, and digital graphics for product showrooms, trade shows, and retail spaces; Brand identity, product graphics, digital, motion, and UI design

MtripleM
Lawrenceville, GA
Independent Brand & Visual Designer
2012 – Present

Partnered with startups and small businesses to develop visual identity systems, marketing assets, and digital experiences; Delivered end-to-end creative solutions across branding, packaging, web, and social content