

NIARA MORRISON

MULTIDISCIPLINARY DESIGNER | BRAND, MOTION & VISUAL COMMUNICATION

Atlanta, GA · 321. 277. 3434 · info@niaramorrison.com

PROFILE

Multidisciplinary designer specializing in brand systems, visual communication, and motion. Develops concept-driven identities and digital experiences through typography, composition, storytelling, and iterative design. Experienced integrating generative AI into creative workflows for visual exploration, reference development, image and motion generation, and refinement while maintaining intentional art direction and design quality.

EDUCATION

Savannah College of Art and Design

Bachelor of Fine Arts in Motion Media Design · Minor in Jewelry Design (In Progress)

EXPERIENCE

INDEPENDENT CREATIVE CONSULTING

2023–PRESENT

Brand & Visual Communication Consultant

Remote

- Develop multidisciplinary visual identity systems across brand, digital, print, presentation, and motion applications
- Direct projects from strategy and concept development through visual execution, refinement, and final implementation
- Translate abstract brand objectives into intentional systems using typography, composition, color, hierarchy, imagery, and motion
- Integrate generative AI tools into visual exploration and production workflows, iterating outputs through art direction, reference development, and critical evaluation
- Evaluate and refine creative work for visual consistency, usability, technical quality, and alignment with established design systems
- Present design rationale and translate feedback into actionable visual revisions

SAKS FIFTH AVENUE

OCT 2024–JAN 2025

Luxury Style Advisor

Atlanta, GA

- Delivered highly personalized luxury client experiences through visual judgment, product knowledge, and consultation
- Styled complete looks across ready-to-wear, accessories, jewelry, and timepieces
- Communicated design, material, and craftsmanship details to guide client decisions

ICEBOX DIAMONDS & WATCHES

JAN 2024–OCT 2024

Sales Associate

Miami, FL

- Presented fine jewelry through detailed knowledge of design, materials, craftsmanship, and visual composition
- Guided custom jewelry requests from client consultation through design and production coordination
- Built client relationships through personalized consultation and attentive service

AREAS OF EXPERTISE

Brand Identity • Art Direction • Visual Communication • Motion Design • Typography • Composition • Layout • Design Systems • Creative Concept Development • Design Critique • Adobe Creative Suite • Generative AI Creative Workflows