

Lorelei Uschold

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EDUCATION

University of Georgia

Bachelor of Arts, Art: Interdisciplinary Art & Design
Emphasis in Graphic Design, Certificate in New Media

Athens, GA
Expected May 2026
GPA: 3.94/4.00

RELEVANT COURSEWORK

Interaction Design, Web Development, Web Design, AI in Graphic Design, Graphic Systems, Typography

RELEVANT EXPERIENCE

LG Electronics for Ammunition – Talking Dog Advertising Agency

Campaign Art Director

Athens, GA
August 2025 – Present

- Lead creative direction of campaign for LG HVAC Solutions.
- Construct all visual assets for campaign execution, including print, digital, social media, and presentations.

UGA Franklin College of Arts & Sciences – Talking Dog Advertising Agency

Campaign Art Director

Athens, GA
August 2024 – May 2025

- Designed print and social media materials for UGA's largest college under strict brand guidelines.
- Produced branded merchandise (750+ items) and event collateral; T-shirts now sold at UGA Bookstore.
- Generated 43+ Instagram posts, increasing follower count by 790% and engagement by 768%.
- Surveyed impact: 89.9% of 170 respondents felt more connected to the college post-campaign.

Alston & Bird LLP

Web Design & Communications Intern

Atlanta, GA
May 2025 – July 2025

- Spearheaded website and graphic design for Fortune Magazine's 100 Best Companies to Work For submission for the 26th consecutive year, placing in the top 40.
- Curated and pitched concept designs, functional mockups, and interactive prototypes to national team.
- Incorporated UX best practices and feedback to refine layouts, content hierarchy, and visual clarity.

UGA Student Affairs: Speak Freely

Design Lead

Athens, GA
August 2025 – December 2025

- Established engaging microsite with custom GPT to educate students on First Amendment rights at UGA.
- Utilized user research, user testing, creating a UX map and user flows to inform product decisions.
- Created brand's visual identity logo design, system development, mockups, UX wireframes.

UGA Lamar Dodd School of Art – Dodd Ambassadors

VP, Graphic Design Chair

Athens, GA
April 2024 – Present

- Led and represented the art school to board members, donors, prospective students.
- Marketed and helped organized semi-annual Dodd Market, a vendor event with \$35K+ in daily sales.
- Built a branding system, logos, website, merchandise, social media posts, print and digital.

UGA Mary Frances Early College of Education

Graphic Design Student Assistant

Athens, GA
August 2025 – October 2025

- Collaborated to design branded materials and social graphics while maintaining UGA's brand standards.
- Founded logo and typographic system for statewide grant program.

PsyNotes – Grady Hospital

Freelance Graphic Designer

Atlanta, GA
February 2024

- Developed a logo for software based on an e-medical record interface affiliated with Grady Hospital.

SKILLS

Design & Creative: Adobe Creative Suite (InDesign, Illustrator, After Effects, Photoshop), Figma, Canva

Web & Digital: WordPress, HTML, CSS, JavaScript, Bootstrap, Microsoft Office Suite

AI & Automation Tools: ChatGPT, Adobe Firefly, Google Gemini, Copilot, Google Antigravity, n8n