

Emmy Reich

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EDUCATION

University of Georgia, Lamar Dodd School of Art
Bachelor of Fine Arts, Art | Emphasis in Graphic Design |
Certificate, Entrepreneurship and New Media
Presidential Scholar (2 Semesters), Deans List (2 Semesters)

Athens, GA
May 2028

SKILLS

Digital Design: Adobe Creative Suite, Figma, Canva
Computer: Microsoft Office, Google Drive, Asana, Teams, Slack, Social Media Networks
Coding: HTML and CSS
Other: Teamwork, Leadership, Organization, Effective Communication, Time Management Efficiency

RELEVANT EXPERIENCE

UGA Ice Dawgs Hockey Athens, GA
Graphic Design Intern September 2026 - Present

- Responsible for designing multiple graphics weekly in Adobe Photoshop for social media and arena screens, maintaining consistent team branding
- Collaborate with team leadership and a team of three other designers to produce consistent high quality design materials

UGA Athletic Association Create Services Athens, GA
Graphic Design Student Assistant August 2026 - Present

- Create Photoshop graphics for UGA Athletic teams, including social media, print, and in-venue signage
- Take assets from concept to final delivery on tight turnarounds for scheduled and last-minute requests

UGA Football Athens, GA
Coaches Video Student Assistant January 2026 - Present

- Film and edit all UGA Football practices, games, and meetings to support real-time performance analysis
- Set up and calibrate camera systems, ensuring accurate capture and quick access to footage for coaches and players

Lefty's Right Mind, Experiential Marketing Studio Long Island, NY
Marketing and Graphic Design Intern January 2022 - August 2026

- Developed branded visual content and marketing materials that strengthened brand identity across digital platforms
- Created live, personalized artwork at events such as MLB All-Star Week and ShopTalk, engaging over 100 attendees

Happiest Hour Grip Socks Athens, GA
Creative Marketing and PR Coordinator January 2026 - May 2026

- Designed social media assets, campaign concepts, and creative for launches, promotions, and brand collaborations

Michele Marie PR Agency New York, NY
Editorial PR Intern May 2025 - August 2025

- Drafted press releases, media alerts, and pitches to fashion, beauty, and lifestyle outlets
- Maintained media lists and editorial calendars, created graphics, and managed sample trafficking for editorial and celebrity requests
- Researched trends and competitors using Muck Rack, Fashion Monitor, and Mayvien to identify PR opportunities

INVOLVEMENT EXPERIENCE

Talking Dog, Advertising and PR Agency | Athens, GA September 2026 - Present
Art Director

- Lead visual direction for my team's client, developing campaign concepts, brand assets, and social content from pitch to delivery
- Pitch creative concepts to clients via slide decks and refine designs through feedback rounds to meet deadlines

Rouge Magazine | Athens, GA September 2025 - September 2026
Director of Graphic Design

- Directed a team of seven designers, setting visual direction for print and digital issues and overseeing 117 pages from draft to print
- Partnered with editorial, photography, and marketing leads to turn stories and photoshoots into cohesive spreads
- Mentored and onboarded new designers in InDesign and Photoshop

Hopelessly Yellow, Digital Wellness Brand | Athens, GA January 2025 - Present
Head of Design

- Lead visual design for UGA's chapter of a mental wellness brand, creating graphics for articles, playlists, and Instagram
- Design over five pieces of content monthly with writers and editors, helping grow the chapter's campus audience

Gamma Phi Beta | Athens, GA September 2024 - Present
T-Shirt Chair

- Design three custom t-shirts monthly for chapter, philanthropy, and social events, reflecting each event's theme