

julia lako

* julialako.com

📞 803.493.5595

✉️ julia.alexalako@gmail.com

in linkedin.com/in/julia-lako

experience

GRAPHIC DESIGN INTERN AUG. 2023-DEC. 23

New Student Orientation ★ Columbia, SC

Conceptualize, create, & manage multiple design projects including print & digital materials, visual assets, & social media content
Develop & design all assets to the university style guidelines
Manage, plan, create, write, & post content across multiple social media platforms & interact with other accounts
Monitor prevailing & emerging trends on multiple social platforms
Prepare files for digital & print production

CO-ENGAGEMENT DIRECTOR AUG. 2023-DEC. 23

The Daily Gamecock ★ Columbia, SC

Oversee, strategize, create, & share content to numerous social media platforms for articles & print editions
Apply brand guidelines across all social media content
Compile, analyze, & evaluate data from social media platforms to engage & grow audience
Manage social platforms & engage with followers
Track current & emerging trends on various social platforms
Instagram followers grew 1000-1500

CO-DESIGN DIRECTOR JAN. 2023-MAY. 23

ASST. DESIGN DIRECTOR AUG. 2022-DEC. 22

SENIOR DESIGNER MARCH. 2022-MAY. 22

The Daily Gamecock ★ Columbia, SC

Plan section meetings, lead & oversee 10-15 design section members, & manage available designs
Design & layout 2 print editions a semester
Create digital & print designs, illustrations, & infographics in a deadline-driven newsroom
Maintain the paper's brand identity
Collaborate with a team of 30 senior staffers to execute visuals

education

University of South Carolina, Dec. 2023

Bachelor of Arts in Journalism & Mass Communications

Major: Visual Communications

Cognate: Media Arts

skills

Digital design
Social media design
Print layout & design
Graphic illustration
Brand implementation
Photography & photo editing

programs

Adobe Creative Suite
Illustrator
InDesign
Photoshop
Premiere Pro
Bridge
Microsoft Office Suite

awards

AAF Student ADDY, 2024

Online/Interactive Social Media Campaign, Silver

South Carolina Press Association, 2022

Cartoon or Illustration, 2nd place

South Carolina Press Association, 2021

Cartoon or Illustration, 3rd place