



Lisi Schauer

Boston-based graphic designer specializing in brand strategy, web design, and creative direction. With a background in sports, music, and influencer marketing, I thrive at the intersection of visual communication and innovative storytelling.

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experience

The Yabi.Deh Project / Graduate Assistant

10.2023 - 04.2025

- Coded dynamic, interactive data visualization tools to help artists from around the globe find galleries to display their work
- Scraped and compiled museum data from 900 cities and 142 countries

Sony Music / Track & Playlist Marketing Intern at Legacy

06.2024 - 08.2024

- Oversaw curation and creative direction of the label's official college playlists, designed cover art and created original video assets for advertising on TikTok
- Monitored digital trends related to catalog tracks, collaborated with influencers, and pitched reactive marketing ideas to artist management teams
- Optimized product metadata to boost artist visibility and streaming revenue

Scarpidis Design / Marketing & Design Intern

01.2024 - 05.2024

- Restructured website to showcase architecture and interior design projects, enhance intuitive navigation, and integrate e-commerce functionality
- Developed social content strategies and email marketing materials to boost online following and reach new clients

Mezz Entertainment / Digital Media Intern

01.2024 - 05.2024

- Designed and edited brand and promotional assets for affiliated artists
- Produced original static and video content adaptable to all social platforms

Influential / Analyst, Strategy & Analytics

06.2022 - 08.2023

- Built and presented custom proposal decks and post-sale market intelligence reports to Fortune 500 clients
- Forecasted emerging TikTok trends through social listening and on-platform research, leveraged trends in active campaigns to maximize engagement
- Formulated and quality checked surveys, analyzed results to discover key lift drivers of brand health metrics

Annenberg Inclusion Initiative / Project Assistant

08.2019 - 06.2022

- Created information graphics for publications, social media, and presentations to entertainment industry partners
- Trained and supervised research teams, analyzed data, and wrote reports on the diversity of Hollywood's onscreen representations and hiring practices

education

Pratt Institute / MFA, Communications Design

08.2023 - 05.2025

University of Southern California / BA, Communication

08.2017 - 05.2021

tools

Adobe Creative Cloud

- Photoshop
- InDesign
- Illustrator
- After Effects

Figma

Microsoft Office

- Excel
- PowerPoint

Google Suite

GitHub

Wordpress

Asana

Miro

Infegy

Netbase

Qualtrics

Canva

Blender

skills

branding

web design

HTML/CSS/JS

UX/UI design

trend forecasting

social listening

social media strategy

presentation skills

copywriting

video editing

animation

3D modeling

data visualization

infographics

data analysis

typography

color theory