



# LISI SCHAUER

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## education

### Pratt Institute / MFA, Communications Design

08.2023 - 05.2025

### University of Southern California / BA, Communication

08.2017 - 05.2021

- Double minor in Communication Design and Sports Media Industries
- Summa Cum Laude, Annenberg Scholar, Presidential Scholarship

## tools

### Adobe Creative Cloud

- Photoshop
- InDesign
- Illustrator
- After Effects

### Microsoft Office

- Excel
- PowerPoint

### Google Suite

### Figma

### GitHub Pages

### HTML/CSS/JS

### Blender

## skills

typography

typeface design

color theory

branding

web design

UX/UI design

animation

3D modeling

data visualization

infographics

data analysis

database management

social listening

social media strategy

## 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 Filtr Official college playlists, created marketing assets to drive streaming revenue
- Monitored online trends surrounding catalog tracks and pitched reactive marketing ideas to artist management teams
- Optimized track and product metadata to boost artist visibility

### Scarpidis Design / Marketing & Design Intern

01.2024 - 05.2024

- Restructured the firm's website for enhanced user experience, seamless e-commerce integration, and user interface optimization
- 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 brand and promotional assets for affiliated artists
- Produced original static and video content for various social platforms

### Influential / Analyst, Strategy & Analytics

06.2022 - 08.2023

- Built custom proposal decks and post-sale market intelligence reports for Fortune 500 clients
- Forecasted rising TikTok trends through social listening and leveraged them to maximize campaign 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 graphics for publications, social media, and presentations to entertainment industry partners
- Analyzed trends and wrote reports promoting diverse hiring practices and onscreen portrayals