

LISI SCHAUER

lisischauer.com

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(434) 996-6256

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

TOOLS

Adobe Creative Cloud
▪ Photoshop
▪ InDesign
▪ Illustrator
▪ After Effects
Microsoft Office
▪ Excel
▪ PowerPoint
Google Suite
Figma
GitHub Pages
HTML/CSS/JS
Blender

EDUCATION

Pratt Institute / MFA, Communications Design

08.2023 - (05.2025)

- Current GPA: 4.0

University of Southern California / BA, Communication

08.2017 - 05.2021

- Double minor in Communication Design and Sports Media Industries
- Honors: Summa Cum Laude, Annenberg Scholar, Presidential Scholarship, Dean's List, 3.92 GPA

EXPERIENCE

Scarpidis Design / Marketing & Design Intern

01.2024 -

- Restructuring the firm's website for enhanced UX, seamless e-commerce integration, and UI optimization
- Developing social content strategies to boost online following and reach potential new clients

Mezz Entertainment / Digital Media Intern

01.2024 -

- Designing promotional assets for upcoming film and album launches by Mezz-affiliated artists
- Producing original static and video content for social media

The Yabi.DeH Project / Graduate Assistant

10.2023 -

- Coding web scraping spiders with Python
- Crafting dynamic, responsive data visualizations
- Researching global art scenes to advocate for underrepresented artists in museums and galleries

Influential / Associate, Strategy & Analytics

06.2022 - 08.2023

- Built custom slides for 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 to promote diverse onscreen portrayals and hiring practices
- Trained undergraduate student workers while supervising data collection for accuracy and reliability