

# 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 -

- Overhauling 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