

Lisa Chai

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EDUCATION

Michigan State University, East Lansing, MI

MAY 2025

- Bachelor of Arts in Experience Architecture & minor in Computer Science
- Honors College (4.0 GPA; Dean's List)

EXPERIENCE

Digital Marketing Intern — Letterlink Learning, Ann Arbor, MI

JUN - AUG 2023

- Conducted research and **competitive analysis** for early-stage, ed-tech start-up to identify trends, gaps, and opportunities as founder brings product to market.
- Partnered with Head of Marketing on a **discovery process** to create **brand design** and assets, including visual elements and colors for website and suite of social media graphics.
- Designed **Squarespace website** to attract investors, prospective partners, and customers.

Accessibility Assistant — MSU Educational Technology, East Lansing, MI

SEP 2022 - PRESENT

- Developed **student accessibility personas** for course instructors to make informed decisions about classroom structure for inclusivity.
- Led **online training sessions** on digital accessibility for students and course instructors to build awareness of accessibility and best practices.

Website Designer — MSU Photography Club, East Lansing, MI

SEP 2022 - PRESENT

- Designed **WIX website** for new members, student organizations, and local businesses to connect with student photographers, leading to **200+ site visits** and **4 collaboration opportunities** within 6 months of launch.

Editor-in-Chief — Reflections Yearbook, Novi, MI

SEP 2020 - JUN 2022

- Sold **1,800+ copies** worth over **\$200,000** by developing advertising strategies with a team of editors, despite the challenge of a pandemic with reduced revenue, staff, and resources.
- Mentored 7 staff members in journalistic writing, interviewing techniques, photography, and graphic design; **Three of whom got promoted to Editor-in-Chief the following year.**
- Led team of 20+ staff members and editors, ensuring high-quality production by effectively managing bi-weekly deadlines.