

Alexandra Lai

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EDUCATION

Northeastern University, D'Amore-McKim School of Business Boston, MA
Candidate for BS in Business Administration and Design; Concentration: **Marketing** May 2028
Global Scholar – 1st semester in London; 2nd semester in Oakland GPA: 3.8

Relevant Coursework: Marketing, Market Research, Experience and Interaction,
Microeconomics, Financial Accounting, Interactive Media and Society

University Southern California Los Angeles, CA
Summer Program, School of Cinematic Arts June 2023 - August 2023
Courses: Animation Fundamentals; Foundations of Game Design GPA: 4.0

EXPERIENCE

GelxbyAlex (Self-Launched) Boston, MA
Founder, Nail Technician October 2025 - Present

- Launch and scale a personal nail brand with, growing 150+ Instagram followers (@alexandra.naiiils) organically and establishing a strong visual identity that emphasizes artistic self-expression
- Deliver 85+ client services with 35 loyal customers, maintaining 3-4 weekly appointments and consistent demand
- Implement and develop customer acquisition and retention strategies (student-friendly pricing strategy, seasonal discounts, loyalty cards, QR scheduling, website, and client social networking)

FarEastern DRIVE / Institute of Design Immersion Program Taipei, TW
Marketing Design Intern May 2025 - August 2025

- Collaborated with 5 colleagues and Professor Martin Thaler from the Illinois Institute of Technology and applied DRIVE strategy framework - Design, Research, Innovation, Vision, Engine
- Conducted Gen Z user research and synthesized insights into 5 archetypes to guide customer-centered features and marketing recommendations
- Presented 4 actionable growth strategies to FarEasTone Telecom to improve Gen Z engagement, positioning, and long-term product differentiation

Araizen Taipei, TW
Design Intern May 2025 - August 2025

- Developed next-generation AR/AI platform using spatial computing for immersive digital interactions
- Created original character designs and interface layouts to support brand identity and user engagement
- Translated product vision into visual assets for internal pitches, demos, and marketing collateral

Not Asian Enough Taipei, TW
Author, Illustrator August 2023 - November 2023

- Self-published graphic novel on Amazon through Kindle Direct Publishing, exploring themes of Asian-hate and multi-cultural identity for diverse <https://shorturl.at/xHUJL>
- Curated visual narratives about overt racism and subtle microaggressions, engaging diverse audiences
- Executed the full publishing process independently - branding, illustration, and digital distribution strategy to bring product to market

LEADERSHIP EXPERIENCE

GENERATE at Northeastern University Boston, MA
Media Production Lead for Product Development January 2026 - Present

- Produced and edited large-scale showcase video for organization's 10th year anniversary
- Managed weekly multimedia content pipeline, including motion graphic and video footage

SCOUT at Northeastern University Boston, MA
Junior Designer for Marketing and Events January 2026 - Present

- Collaborated, with a team, to post weekly social media content to promote brand and campus events
- Iterated draft and final graphic concepts through team feedback to produce polished promotional assets.

SKILLS + INTERESTS

Softwares: Adobe Photoshop, Premiere Pro, Illustrator and InDesign, Figma, Framer, Procreate, MS Office

Languages: English (Native Proficiency), Mandarin (Native Proficiency)

Interests: Korean Skincare, Sustainable Fashion, Adventure Traveling, Acoustic Guitar