

ALEXANDRA LAI

CONTACT

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/my-site-2

SKILLS & INTERESTS

Languages English (Native Proficiency)
Mandarin (Native Proficiency)
Software Adobe Photoshop, Illustrator,
and InDesign
Savage Interactive Procreate
MS Office
Interests Skincare, Fashion, Traveling,
Photography

EDUCATION

Northeastern University

Boston, MA

May 2028

D'Amore-McKim School of Business with Concentration in Marketing –
GPA 3.8

Global Scholar Study Abroad – Highly selective program placing students
through experiential learning in two of 13 Northeastern locations (London,
Oakland)

Select Courses: Design Perspectives, Introduction to Marketing,
International Business and Social Responsibility, Experience and
Interaction

Taipei American School

Taipei, TW

June 2024

High School Diploma – GPA 4.2

Selected Courses: AP 3D Art, Honors Advanced Design, AP Studio Art
Varsity Swimming: 1st Place in Okinawa swim meet

University Southern California

Los Angeles, CA

Summer 2023

Summer Program, School of Cinematic Arts GPA 4.0

Courses: Animation Fundamentals; Foundation of Game Design

WORK EXPERIENCE

Design Intern, FEG DRIVE / Institute of Design Immersion Program

Taipei, TW

Summer 2025

- DRIVE provides in-house innovation and marketing services to the Far Eastern Group (FEG). It applies "design thinking process" to propel FEG's 240+ companies' products and services across 10 industries including retail, hospitality, energy, textile. (<https://drive-feg.com/>).
- Collaborated in a team with 5 colleagues drawn other FEG companies, with guidance from Professor Martin Thaler of the Institute of Design at the Illinois Institute of Technology (<https://id.iit.edu/>).
- Applied DRIVE - Design, Research, Innovation, Vision, Engine process and recommended to FarEasTone Telecom options to address the GenZ market (<https://corporate.fetnet.net/content/corp/tw/index.html>).
- Recommended 4 actionable insights across 5 GenZ archetypes for targeted marketing in Q3 of 2025.

Marketing Design Intern, Araizen

Taipei, TW

Summer 2025

- Araizen is an AR/XR (Augmented Reality / Extended Reality) marketing design firm, creating the next-gen social platform using AR and AI spatial computing.
- Produced character designs as well as layout designs with the Creative Manager