

Hi, my name is

Tracy Do

and I'm a design strategist.

CONTACT

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EDUCATION

Northwestern University

M.S Engineering Design
Innovation
Sep. 2023 - Mar. 2025

Stanford University

B.S Product Design Engineering
Sep. 2019 - Jun. 2023
GPA: 3.70/4.0

SKILLS

Product Strategy
Design Strategy
Interaction Design
Experience Design
UI/UX Design
User Research
Visual Communication
Systems Thinking
CAD

TOOLS

Figma
Python
C++
HTML and CSS
Adobe Suite
Webflow
Fusion 360

AWARDS

Kleiner Perkins Design Fellow
Finalist 2023

Adobe x Ring Creative
Jam 2021
Top 10 Finalist

EXPERIENCE

Affirm | Product Design Intern

Remote | Jun. 2022 - Sep. 2022

Designed two features for Affirm's pilot Rewards program to incentivize mobile app purchasing. Initiated a self-driven project to explore future strategies for the Reward program. Explored redesigns for Affirm's desktop and mobile landing pages, which were presented to Max Levchin, the CEO, and the Director of Design.

Rematter | Product Design Intern

Remote | Jun. 2021 - Sep. 2021

Designed six mobile features to streamline the recycling inventory management and sales processes and defined the design system and for Rematter's mobile apps and desktop platform.

Silicon Valley Insight | Product Design Intern

Remote | Jul. 2020 - Mar. 2021

Strategized paid features to monetize Hire a Startup MBA, a recruiting platform that reached 1000+ MBA students and 200+ startups. Designed high-fidelity prototypes for high-profile clients in the e-commerce and defense industries.

PROJECTS

Proctor & Gamble | Product Design Engineer

Remote | Sep. 2023 - Dec. 2023

Conducted ethnographic user research to understand consumer needs during the baby care process. Synthesized quantitative user data to identify needs and develop a physical product solution. Presented final designs to P&G directors.

ACTIVITIES

Northwestern University Segal Institute of Design | Teaching Assistant

Evanston, IL | Sep. 2023 - Present

Incorporated human-centered design process into the Manufacturing Design and Engineering undergraduate capstone curriculum and projects.

Stanford VMware Women's Leadership Innovation Lab | Seeds of Change Leader

Stanford, CA | Sep. 2021 - Jun. 2022

Led monthly leadership workshops for female-identifying high school students interested in STEM to discuss topics surrounding gender-equality and leadership.

Stanford Women in Design | Director of Design Community

Stanford, CA | Oct. 2019 - Dec. 2021

Organized pilot Innovator's Program that hosted 44 freshmen and sophomores in an 8-week design sprint teaching design process, culminating in a final presentation to industry professional designers. Spearheaded SWID's DEI efforts, hosting an inclusive design workshop with Microsoft's Director of Inclusive Design. Planned SWID's 2021 conference, Designing for Inclusion, with more than 300 registrants.