

TRANG (GRACE) DO

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ABOUT ME

I'm passionate about problem-solving through visual storytelling—translating complex ideas into creative that feels clear, human, and memorable. I believe great design should simplify, connect, and inspire—never just decorate.

EDUCATION

Fordham University | 2022—2026

Bachelor of Arts, Major in Communications, Minor in Visual Arts

- GPA: 3.8
- Dean's List 2023, 2024, 2025
- Relevant Coursework: Logos, Branding, and Presentation; Graphic Design; Visual Thinking; International Communications; Persuasion and Public Opinion

WORK EXPERIENCE

Glow Recipe | August 2024—Present

Global Education & Events Coordinator

- Designed launch collateral and visual assets for 8+ campaigns spanning digital, in-store, and education touchpoints, ensuring consistent, on-brand storytelling across platforms.
- Created engaging social media assets for TikTok and Instagram to promote events and drive traffic, strengthening consumer awareness and participation.
- Developed immersive event concepts and education strategies informed by market insights, driving in-store engagement and brand loyalty across Sephora and international markets.
- Designed on-site advertisements for retailer websites like Sephora and Sephora at Kohl's, enhancing product visibility and optimizing digital storefront performance.

Glow Recipe | June 2024—August 2024

Global Education & Events Intern

- Coordinated and executed Glow Recipe x Katie Fang, a high-impact influencer collaboration, achieving 155% of the sales goal through pre-event coordination, strategic planning, engaging activities, and effective customer interaction.
- Crafted event gifting and marketing concepts based on trend research and competitor benchmarking, driving key decisions and supporting the Director of Global Education & Events in elevating brand initiatives.

Dyckman Farmhouse Museum | June 2023—August 2023

Global Education & Events Intern

- Created promotional content with Canva, CapCut, and iMovie, resulting in a 200% increase in Instagram impressions
- Boosted TikTok reach and engagement by 900% in two months through trend analysis and implementation of high-performing short-form content strategies.
- Led planning and execution of 8+ interactive museum programs, enhancing visitor engagement and overall satisfaction.

SKILLS & INTERESTS

Languages: Vietnamese (Native), English (Fluent), French (Elementary)

Skills: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Microsoft Office, Digital Marketing