

TRANG (GRACE) DO

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ABOUT ME

Creative designer with a background spanning packaging, 3D product design, event and social media collateral, and concept development. I approach every project thinking not just about aesthetics, but how a visual communicates, engages, and resonates with its audience. Looking to grow within a brand or agency environment where design is treated as both a craft and a strategic tool.

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

Kate Doheny | January 2026 — Present

Creative Intern

- Designed product packaging for high-profile beauty and lifestyle clients including Marc Jacobs, Glow Bar, and Philosophy — exploring colorways, structural shapes, and surface texture to develop polished, brand-aligned concepts from initial brief to final presentation
- Led end-to-end holiday collection ideation for a cosmetic brand, researching seasonal trends, developing on-brand theme concepts, and building moodboards to guide creative direction
- Produced 3D design mockups in Blender to visualize packaging and collection concepts, enabling clients to make informed decisions on final direction before production
- Developed and organized creative brief decks for client-facing presentations, ensuring clear communication of design intent and project scope across internal and external stakeholders
- Managed simultaneous creative projects across multiple clients — tracking deliverables, coordinating timelines, and ensuring on-time execution under tight turnaround requirements
- Worked fluidly across Adobe Illustrator and Photoshop alongside Blender to execute concepts from initial sketch through high-fidelity 3D render

Glow Recipe | June 2024 — Present

Global Education & Events Intern

- Designed launch collateral and visual assets for 10+ 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
- Designed on-site advertisements for retailer websites like Sephora and Sephora at Kohl's, enhancing product visibility and optimizing digital storefront performance
- Developed targeted retail event concepts and consumer education strategies grounded in market trends and consumer insights, driving in-store engagement and brand loyalty across Sephora and international markets

Dyckman Farmhouse Museum | June 2023 — August 2023

Community Engagement Intern

- Created promotional content across Canva, CapCut, and iMovie, resulting in a 200% increase in Instagram impressions and 900% increase in TikTok reach and engagement

SKILLS & INTERESTS

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

Technical Skills: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Blender, Google Sheets

Interests: Painting, Ceramics, Food, Cats