

ABOUT ME

- THINKER • EMPATHIC • CREATIVE •
- PROBLEM SOLVER • ARTISTIC •
- ANALYTICAL • COLLABORATIVE •
- INNOVATIVE • METICULOUS •
- WRITER • BRAINSTORMER •
- OBSERVANT • COMMUNICATOR •
- COMPASSIONATE • DILIGENT •
- OPTIMISTIC • INTELLIGENT •
- TECHNICAL • STORYTELLER •
- SYSTEMS THINKER • CURIOUS •
- HONEST • ACTIVE LISTENER •
- INDEPENDENT • RESILIENT •
- ADAPTABLE • ORGANIZED •
- EFFICIENT • FACILITATOR •
- OPEN-MINDED • AMBITIOUS •

SKILLS



Vietnamese
Laotian
French



Microsoft Office
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Universal Laser Systems
Ultimaker Cura
Onshape
Tableau

CONTACT



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EDUCATION

UNIVERSITY OF WISCONSIN - MADISON

Master of Science in Design and Innovation
May 2021

Bachelor of Business Administration in Marketing
May 2010

ACADEMIC AWARDS

Chancellor's Scholarship Program, UW-Madison
Academic Excellence Scholarship, State of WI
Schauer Minority Scholarship in Business
Mendota Marketing Scholarship

STEPHANIE LE

DESIGN STRATEGIST

EXPERIENCE

REPRESENTED COLLECTIVE | MADISON, WI

SOCIAL ENTREPRENEURSHIP INTERN (02/21 - Present)

- Foster the advancement of STEM education for girls and students of color
- Develop and design marketing and public relations materials
- Design and manage engaging social media campaigns
- Build and create innovative content for programming
- Oversee logistics for rollout of new initiatives

MERCILE J. LEE SCHOLARS PROGRAM | MADISON, WI

MENTOR (09/20 - Present)

- Support undergraduate career of mentee at UW-Madison
- Share academic and professional knowledge and insights
- Encourage healthy discussion and exploration of critical and current issues

LITERACY NETWORK | MADISON, WI

DEVELOPMENT & MARKETING COMMITTEE MEMBER (06/20 - Present)

- Produce marketing material articulating the importance of literacy
- Generate awareness of critical learner needs
- Aid in securing financial resources to sustain and grow programming
- Engage in learner and donor outreach

COMMUNITY LITERACY ESL GROUP TUTORING LEADER (09/19 - 05/20)

- Developed individualized curricula for adult learners of English
- Facilitated weekly classes for learners and tutors
- Worked collaboratively to help achieve learners' goals and program's objectives

COMMUNITY LITERACY ESL GROUP TUTORING TUTOR (05/19 - 08/19)

- Delivered one-on-one tutoring for adult learners of English
- Supported learners' goals for learning English by facilitating lesson plans
- Provided instruction on computer skills and internet etiquette

HA LONG BAY | MADISON, WI

FRONT OF HOUSE GENERAL MANAGER (08/09 - Present)

- Design and implement service strategies to maximize sales and satisfaction
- Develop and execute staff procedures to enhance service design
- Maintain vendor and clientele relationships
- Design front of house employee recruitment, training, and retention processes
- Create marketing material to engage existing and prospective patrons

PROJECTS

EVERLANE STORY SEEKERS | MADISON, WI/REMOTE

DESIGN STRATEGIST & RESEARCHER (01/21 - 05/21)

- Co-designer of community and advocacy solution for fashion brand Everlane
- Conduct exploratory primary and secondary research
- Prototype digital and physical designs

YOUNG PROFESSIONAL WISHMAKERS REIMAGINED | MADISON, WI

DESIGN STRATEGIST & RESEARCHER (10/20 - 12/20)

- Co-designer of a reimagination of the Young Wishmakers of Wisconsin Madison
- Conducted exploratory primary and secondary research
- Developed a solution facilitating the granting of more wishes by Make-A-Wish

CUE | INNOVATION TO MARKET UW-MADISON | MADISON, WI

TEAM LEAD (09/20 - 11/20)

- Co-designer of an innovative anti-bias solution and market hypothesis
- Fostered a motivating and inspiring collaborative team environment
- Facilitated and conducted customer discovery research