



Tracy Khiew

Brand & Product Designer

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Experience

Pratt Institute

Jan 2026 – Present
New York, NY

UX Designer, Web & Digital Communications (Graduate Assistant)

- Collaborate with developers on Pratt's Web and Digital Communications team to design, build, and QA live WordPress experiences used by prospective students and campus audiences.
- Audit live pages for accessibility and usability issues, translating findings into specific design and implementation recommendations for the development team.
- Improve content structure, visual hierarchy, and interaction patterns to make complex institutional information easier to navigate and understand.
- Partner with developers throughout implementation to identify design gaps and help maintain a consistent, accessible experience across pages.

Center for Digital Experiences at Pratt Institute

Sep 2025 – Present
New York, NY

UX Consultant

- Lead end-to-end product design engagements for external partners, moving from user research and problem definition to wireframes, prototypes, testing, and actionable product recommendations.
- Plan and conduct user interviews and usability tests, synthesizing qualitative findings into prioritized opportunities that improve usability, accessibility, and information architecture.
- Translate research insights into user flows, wireframes, interactive prototypes, and experience improvements, iterating on concepts based on user and stakeholder feedback.
- Use Figma, Cursor, and OpenAI Codex to rapidly explore product directions, prototype interactions, and pressure-test ideas before committing to higher-fidelity solutions.
- Present research findings and design rationale to partners, aligning stakeholders around user needs and recommended next steps.

Nike, North America Consumer Direct Studio

Jul 2023 – Jun 2024
Remote

Designer

- Designed customer-facing digital experiences across Nike.com, Nike App, email, and social, translating seasonal product and campaign strategies into cohesive consumer journeys.
- Developed digital executions for major consumer moments including Member Days, Dunk the Halls, Back to School, Women's Event, Mother's Day, and Camp Nike.
- Built and applied design systems, reusable guidelines, and visual patterns to improve consistency across channels and make campaign execution more scalable.
- Collaborated across Consumer Direct Marketing to translate brand direction into digital experiences while maintaining consistency across multiple customer touchpoints.
- Balanced brand storytelling, visual craft, and commerce goals to create digital work supporting product discovery, conversion, and sell-through.

The Campus Ledger, Johnson County Community College

Aug 2022 – May 2023
Kansas

Digital Designer

- Designed and maintained WordPress experiences using SEO, web design, and content-structure best practices to improve discoverability and create a more consistent reader experience.
- Maintained the publication's style guide, creating a shared visual framework that streamlined design decisions and improved consistency across web and editorial channels.
- Produced cross-channel content spanning web, graphics, social, video, and photography, supporting a cohesive digital presence.

Education

MS Information Experience Design

Pratt Institute, in progress

BA Studio Art

University of Missouri–Kansas City

AAS Web Development and Digital Media

Johnson County Community College

Certificates in Web Technologies and Web Development

Skills

Product & Interaction Design

UX Design, Interaction Design, User-Centered Design, Wireframing, Rapid Prototyping, High-Fidelity Prototyping, Responsive Design

Brand & Design Systems

Design Systems, Component Libraries, Figma Components, Brand Systems, Visual Design, Art Direction, Motion Design

Research & Accessibility

User Research, User Interviews, Usability Testing, Research Synthesis, Information Architecture, Digital Accessibility

Tools & AI Workflow

Figma, Cursor, OpenAI Codex, Adobe Illustrator, Adobe Photoshop, AI-Assisted Prototyping



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