

# Lucy Duckworth

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## EDUCATION

### Stanford University

Stanford, CA

B.S. in Design (Human Behavior + Multi-stakeholder Research) GPA: 3.9

Anticipated June 2025

**Relevant Coursework:** Business Design, Needfinding, Product Design Methods, Social Psychology

**Awards:** 2025 - Class of 2025 Stanford Award of Excellence honoree, 2024 - Stanford Beyers Prize for Excellence in Historical Writing Honorable Mention, 2021 - Stanford Boothe Prize for Outstanding Expository Writing by First-Year Students Nominee

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## PROFESSIONAL EXPERIENCE

### [Pear VC](#)

San Francisco, CA

Product Intern

July 2024 - September 2024

- Led **product and brand strategy refresh** for top early-stage VC firm, personally designing a **\$40K** website redesign to improve engagement with first-time founders.
- Conducted **40+** customer discovery interviews and competitive analysis to inform pre-seed sourcing strategy; secured \$20K budget increase to implement recommendations to increase founder engagement and loyalty.
- Launched marketing campaign for accelerator applications, managing creative videographer team and producing content to drive top-of-funnel growth.

### [On Call Café](#)

Stanford, CA

Co-Founder and Chief Product Officer

August 2023 - Present

- **Launched and scaled** Stanford's first student-run late-night café designed to foster community, reaching over **56%** of Stanford students in 6 months, and currently employing **60+** students, currently **\$100k ARR**.
- Managed **cross-functional team of 9** to develop a full brand identity, including digital, product, and interior design of a 1,500 sq ft retail space. Managed stakeholder relationships with school administration and building contractors.
- Led **end-to-end product development** for three sold-out merchandise drops, increasing **MRR by 60%**.

### [Hedley & Bennett](#)

Los Angeles, CA

Product Design Intern

June 2023 - August 2023

- Led **end-to-end product development** for the [Chef Notebook](#), including conducting **20+ user interviews**, full product design, and driving revenue growth through market research, supplier negotiations, and competitive pricing analysis.
  - Designed collaborations with Star Wars, Martha Stewart, and Disney, managing creative execution with the CCO.
  - Proposed and prototyped a new product line to CCO and CEO; sewed garment prototype.
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## PROJECTS

### *Stanford Capstone Design Project: Notes from the Farm*

Stanford, CA

Project Manager

January 2025 - Present

- Raised \$25,000 to fund the creation of a book featuring 50 upperclassmen stories, aimed at fostering a sense of belonging among incoming Stanford freshmen, to be printed and mailed to 1,500 students in June 2025.
- Led a team of four students and collaborated with the Stanford Office of Admissions to amplify the initiative's reach.

### *Phone Home*

Stanford, CA

Designer

Dec 2022 - Present

- Constructed life-size art installation to encourage Stanford students to write letters home to increase gratitude.
  - Partnered with Stanford d.School, guest lectured in Stanford class "Radical Acts of Art in Public" to spread message.
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## LEADERSHIP EXPERIENCE

### Poll Hero

Philadelphia, PA

Team Lead, Marketing & Outreach

August 2020 - Nov 2020

- Strategized recruitment of 35,000+ poll workers for the 2020 election at startup. Interviewed for NYT, BBC, NPR, etc.
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## SKILLS AND INTEREST

**Tools:** CAD, Adobe, Figma, C++, Python, Microsoft/Google Workplace suite, French (conversational)

**Interests:** Cooking and hospitality (was a pastry cook for 4+ years in James Beard award-winning restaurants)