

Carol Do

UX/UI PRODUCT DESIGNER

WEBSITE: www.CarolDo.com

EMAIL: caroltiendo@gmail.com

I am a product designer focused on UX/UI, with a background in 3D animation and motion graphics. By combining technical experience in digital B2C and B2B products, games, film and marketing, with an understanding of human emotion from story-based animation and teaching yoga, I am the bridge between technology and humanity.

TECHNICAL SKILLS

UX / UI DESIGN

Methods

Design Thinking	User Research
Surveys / Interviews	Personas
Affinity Mapping	Storyboarding
User Stories / Flows	Wireframing
Design Systems	Prototyping
User Interface Design	Motion Design
Interaction Design	Usability Testing

Tools

Figma	FigJam
Wix	Miro
WordPress	

GRAPHICS / ILLUSTRATION / VIDEO

Photoshop	After Effects
Illustrator	Final Cut Pro

3D ANIMATION

Maya
3ds Max

LANGUAGES

English (Native)
Viet (Casual)

EDUCATION

ART INSTITUTE OF PHILADELPHIA

Bachelor of Science Sep 2013
Media Arts and Animation

ANIMATION MENTOR

Certificate of Completion Jun 2015
Animation Fundamentals
Character Animation Production

SPRINGBOARD

Certificate of Completion Aug 2021
UI / UX Design

ABOUT ME

Dog / Girl Mom
200-RYT Certified Yoga Instructor
Major Foodie
Video / Board Gamer
Fantasy Bookworm
World Traveler

EXPERIENCE

BOARD MEMBER - WEBSITE MANAGER Robbeburg Intl Playgroup | Amsterdam, NL May 2025 - now

- Leading UX/UI improvements for the Robbeburg website, managing ongoing updates, and resolving issues and bugs to ensure smooth functionality
- Leading initiatives to improve accessibility, including developing a master style guide to ensure brand consistency across digital platforms
- Supporting social media and marketing teams to generate content, strengthen outreach, and grow engagement
- Collaborating with Events team to manage event pages and ticketing

UX / UI DESIGNER Varias | Rotterdam, NL Apr 2022 - Aug 2024

- Designed desktop, tablet, and mobile screens for various client products across multiple industries, including financial technology (investment management, cryptocurrency), education technology, custom web solutions, and networking
- Created clickable prototypes for testing and use in client-investor presentations
- Created and improved existing design systems for multiple clients
- Defined and improved UX research and design processes and structures internally and for client projects
- Facilitated user research workshops for external clients and internal educational UX/UI workshops

UX / UI DESIGNER Jiaren Yoga Studio | Santa Clara, CA Jul 2021 - Mar 2022

- Designed, prototyped and created responsive website with e-commerce and blog using Wix
- Conducted multiple rounds of usability tests using wireframe and high-fidelity prototypes
- Collaborated directly with business owner to strategize solutions that met business goals

UX DESIGN INTERN Wedo via Springboard | Remote (UK - Based) Jun - Jul 2021

- Designed high-fidelity mobile solutions for the onboarding and financial features of a business management product
- Conducted design audits, heuristic analysis, and moderated usability tests
- Conducted user research through 1-on-1 interviews and online surveys to explore the problem space
- Collaborated on a team of 4 UX designers and other stakeholders across a 9-hour timezone difference

DATA IMAGERY EDITOR Apple via Apex Systems | Cupertino, CA Mar 2017 - Sep 2018

- Annotated 2D and 3D lidar and geospatial data for machine learning and analyzed issues for quality assurance
- Tested, provided feedback and suggested ideas for new tools to optimize workflows for multiple teams

3D ANIMATION FREELANCER Apr 2014 - Jun 2018

- Used art and design principles to influence 3D animation direction
- **Mirage3D | Remote (The Hague, NL - Based)**
 - Created character animations for the fulldome film "Mars1001"
 - Awarded "Best Fulldome Cinematography" at Reflection of the Universe 2019
 - Awarded "Best Science Communication Film" at the Beijing International Film Festival 2019
 - Created quadrapedal creature animations for the fulldome film "Life Under the Arctic Sky"
- **Imagination At Play | Los Angeles, CA**
 - Created character animations for a set of nationally-broadcasted television commercials (Client: Gamefly)
- **Sketchy Panda Games | Remote (Orem, UT - Based)**
 - Created character animations for the game "Aberford" for in-game use and promotional footage
- **Center City Film & Video | Philadelphia, PA**
 - Created character animations for an unannounced children's television production

MOTION GRAPHICS ARTIST RDC Design Group | Remote (Devon, PA - Based) Apr 2014 - Nov 2015

- Created motion graphics television advertisements for local businesses (Client: Direct Ad Network)