

Carol Do

UX/UI PRODUCT DESIGNER

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	Balsamiq
InVision Studio	Miro
Adobe XD	Notion

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 mom
200-RYT certified yoga instructor
MMORPG player
Fantasy bookworm
Small business owner
World traveler

WEBSITE: www.CarolDo.com

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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.

EXPERIENCE

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

- Designed desktop, tablet, and mobile screens for various client products across multiple industries, including financial technology (investment management, cryptocurrency), education technology, custom web building, 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 clients and educational UX/UI workshops internally

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 solutions for the onboarding and financial features of an unreleased mobile 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

DESIGNER, MAKER, OWNER SEN Shoppe | San Jose, CA Jul 2020 - Dec 2021

- Designed and created responsive website for desktop and mobile as primary retail sales platform
- Designed logos, custom packaging and marketing materials, including backing cards and shipping supplies
- Photographed and edited all product and marketing photos for all sales and social media platforms
- Designed enamel lapel pin badges and created handmade macrame products for sale
- Managed all business-related operations, including Etsy shop, finances, inventory, supplies, partnering with local retailers for wholesale and with environmental nonprofits to offer donations with each sale

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

- Annotated 2D imagery and 3D generated 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)