

# Carol Do

SENIOR UX/UI DESIGNER

WEBSITE: [www.CarolDo.com](http://www.CarolDo.com)

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I am a senior 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	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 / Girl Mom  
200-RYT Certified Yoga Instructor  
Major Foodie  
Video / Board Gamer  
Fantasy Bookworm  
World Traveler

## 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 and 3D map/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)