Andy Do
Visual & Product Designer

San Jose, CA
andykdo8@gmail.com
(669) 350-4839
www.andykdo.com
www.linkedin.com/in/andy-do

EDUCATION

University of California, Davis — **Davis, CA**
Bachelor of Arts in Design & Bachelor of Arts in Cognitive Science (Double Major) — Sep 2019 - June 2023
- **GPA:** 3.74
- **Relevant Coursework:** UX/UI Design, Human Centered Design, Typography, Color & Form, Motion Design, Visual Communications, Sustainable Design, Decision Making, Cognitive Neuroscience, Social Cognition, Developmental Psychology, Programming (Python & C)

EXPERIENCE

Davis Design Interactive — **Davis, CA**
Design Associate, Product Designer — April 2023 - June 2023
- Built user flows, wireframes (low to high fidelity), and interactive models for **BeReal Redesign** to increase user engagement and retention
- Generated and ideated distinct app features, components, and design patterns to expand and improve BeReal's existing design system
- Led team of 4 product designers in user research (literature reviews, interviews, & testing), rapid prototyping, and high fidelity refinement

ASUCD Creative Media — **Davis, CA**
Design Director, Graphic Designer — June 2020 - June 2023
- Customized **30+ marketing campaigns** and design projects promoting on-campus services, large-scaled events, and advocacy programs
- Created original visual branding styles with illustrations, components, and logos from conceptions to final assets using Adobe CC and Figma
- Increased social media following from **500 to 5000 followers** by designing social media posts and on-campus/digital marketing strategies

Zeta Global — **New York, NY (Remote)**
Creative Design Intern — June 2022 - Aug 2022
- Collaborated with CRM creative team in assembling email and ad campaigns for clients including **T-Mobile** and AirMedCare Network
- Composed multiple concepts and solutions through visual exploration and by adhering to multiple branding and engineering constraints
- Presented initial visual designs and shared CRM data-based insights promoting methods of optimal customer engagement to clients

Center for Advanced Design Research & Evaluation — **Davis, CA (Remote)**
Undergraduate Research Fellow — March 2022 - Feb 2023
- Conducted literature review and data gathering to study campus life and architectural design for upcoming on-campus housing installment
- Crafted behavior research surveys using Qualtrics XM to gain insight on student and staff experiences amongst different housing styles
- Devised outreach strategies and marketing material to collect survey sample pool of **250+** current students living in on-campus housing

Alpha Kappa Psi, Upsilon Psi — **Davis, CA**
Vice President of Marketing — Dec 2021 - June 2022
- Mobilized team of **63** in marketing campaign and week-long **rush event** to gather undergraduate students for business fraternity recruitment
- Established visual branding, event theme, and marketing assets using Adobe Creative Suite and Figma to strengthen appeal to students
- Organized and hosted week-long event for **120+ attendees** by recruiting industry speakers and introducing networking activities

HackDavis — **Davis, CA**
Design Director — Dec 2021 - April 2022
- Developed **mobile and website wireframes** within a cross-functional team and packaged handoff file to front-end engineers using Figma
- Designed hackathon's first dashboard to guide **700+ attendees** in finding event news, registering teams, and submitting projects
- Produced print flyers, social media posts, digital ads, physical banners, merchandise, and apparel for promotional events and day-of event

---

ACTIVITIES & LEADERSHIP

UC Davis Student Housing & Dining — **Davis, CA**
Residence Hall Community Advisor — Sep 2020 - June 2022

Financhill Coaching — **San Jose, CA (Remote)**
Illustrator, Presentation Designer — Oct 2021 - March 2022

Alpha Kappa Psi, Upsilon Psi — **Davis, CA**
Director of Digital Media, Peer Mentor — June 2021 - June 2023

SKILLS

Design: Human Centered Design, Wireframing, Visual Branding, Print Media, Digital Marketing, Presentation, Motion Design, Typography, Storyboarding, Rapid Prototyping
Research: Design Thinking, Field Research, Affinity Mapping, Usability Test, Surveys, Focus Groups, Literature Reviews
Software: Figma, InVision, Sketch, Adobe CC (Photoshop, XD, Illustrator, InDesign, After Effects), Qualtrics XM, JIRA Software