

Andy Do

Visual & Product Designer

Portfolio: www.andykdo.com

LinkedIn: www.linkedin.com/in/andy-do

Email: andykdo8@gmail.com

EXPERIENCE

Visual Designer

December 2023 - Present

Warner Bros. Discovery

New York, NY

- Drive concept-to-launch social design campaigns for WBD Sports (Bleacher Report, Turner Sports, HBO Max) across 20+ verticals and partner brands (*B/R Gridiron, Walkoff, Open Ice, NHL on TNT, Unrivaled*), **reaching 22M+ fans and viewers**
- Lead social design campaigns for major sports events, including *March Madness (2024–2026), Paris 2024 Summer Olympics, NBA on TNT show, NBA Draft 2024, NBA All-Star 2025, B/R College Football, and B/R App 2.0 launch*
- Conduct usability and A/B testing across Bleacher Report's mobile app and website, YouTube thumbnails, HBO Max interfaces, and social media platforms to optimize fan engagement, click-rates, and product performance
- Research, implement, and teach AI automation tools, generative AI workflows, and advanced Adobe Creative Cloud features to social programmers and designers, **reducing request preparation time by 50%** and **increasing design output by 35%**
- Develop project-tracking systems and documentation, improving visibility across a **fully remote, asynchronous team**
- Troubleshoot and maintain design files, cloud libraries, and style guides through routine audits, improving production speed and ensuring brand consistency

Graphic & Motion Designer (Freelance)

February 2026 - Present

Kepler Group

San Jose, CA

- Produce static graphics and motion assets promoting Kepler Group's digital marketing insights, awards, university programs, professional workshops, and convention presence across social media to support community growth and participation
- Translate complex topics and data into clear, engaging visual materials for quarterly reports, handbooks, and presentations that support internal communication and team education

Creative Design Intern

June 2022 - August 2022

Zeta Global

New York, NY

- Designed client email campaigns for T-Mobile and AirMedcare Network, collaborating with copywriters, art directors, and engineers, and generating a **68% total click percentage**
- Informed CRM strategy to stakeholders using data insights and A/B testing to optimize user engagement and performance

Design Director

June 2020 - June 2023

ASUCD Creative Media

Davis, CA

- Led a team of 5 designers to build **30+ multi-channel marketing campaigns** across print, merchandising, digital, and web
 - Designed for university campus departments, student programs, music festivals, and large-scale events
 - Obtained **Silver American Advertising Award** by the American Advertising Federation Sacramento for Print Design
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EDUCATION

Bachelor of Arts in Cognitive Science; Bachelor of Arts in Design

University of California, Davis

Davis, CA

- **Relevant Coursework:** UX/UI Design, Human Centered Design, Typography, Color & Form, Motion Design, Print & Digital Media, Sustainable Design, Decision Making, Cognitive Neuroscience, Social Cognition, Developmental Psychology
 - **Leadership:** Product Designer - Davis Design Interactive | Product & Brand Designer - Hack Davis | Graphic Designer - Picnic Day 106 | VP of Marketing, Director of Digital Media - Alpha Kappa Psi | Resident Advisor - UCD Student Housing | Undergraduate Research Fellow - CADRE
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SKILLS

Tools: Figma, Adobe Suite (Photoshop, XD, Illustrator, InDesign, After Effects, Premiere Pro), Microsoft Suite, iWork, Notion

Design: Prototyping, Wireframing, Design Systems, Design Patterns, Print, Illustration, Motion Graphics, Branding, Character

Research: Human-Centered Design, Field Research, Usability Testing, A/B Testing, Surveys, Focus Groups, Literature Reviews, File Management, Data Visualization, Card Sorting, Task Analysis, Storyboarding, Project Management, Automation, AI Testing