MANDY DO

PRODUCT DESIGNER & UI/UX

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OVERVIEW

Product designer with 10+ years across game UI, B2B, branding, and visual, shipping end-to-end UX/UI in Figma and building the design systems behind it. Works AI-assisted and data-informed, in cross-functional lockstep with engineering, production, and founders.

PERMANENT EXPERIENCE

Product & Visual Designer, Art Director

Full-time Jan 2025 - Oct 2026, continuing on contract
Remote, Canada

Anomaly Game Inc.

- Led end-to-end UX/UI design in Figma for all of our games, include designing HUD, menus, shop, core mechanics, from initial concept to launch.
- Built design systems, unifying world, character, and UI design across all products.
- Served the role as the Art Director across multiple projects. Managing animators and vector artists; produced marketing assets in Adobe Illustrator and After Effects.
- Improved workflow efficiency by utilizing state of the art AI tools into the concept and production pipeline, accelerating early concept exploration and asset iteration.
- Implemented modern project-management methodology, enforcing an agile, SCRUM based workflow with regular sprint-by-sprint backlog grooming and refinement sessions, daily scrums, and internal retrospectives to continuously improve the team's performance.

Senior Graphic Designer

Jan 2023 - Jan 2025
Toronto, Canada

CBRE Limited

- Managed multiple marketing campaigns and investor pitches.
- Partnered directly with brokers to optimize the creative strategy used during go to market efforts, to increase the overall success of winning deals.
- Drove innovation for our creative strategy and presentation for multi-million-dollar commercial real estate pursuits with brokers and account leads across Canada and internationally.
- Designed marketing collateral and proposals within CBRE's brand system for internal and external stakeholders. Owned weekly production of national email marketing program for CBRE's Canadian properties.
- Streamlined CBRE's internal template library, cutting turnaround time on recurring proposal and collateral requests.

Lead Designer (Visual & UX)

Aug 2021 - Dec 2023
Toronto, Canada

Pinnacle Cosmetics

- Led the branding department, directing campaign work. Owned art direction, design, photography, retouching for 100+ private-label brand clients.
- Designed UI/UX for Pinnacle's B2B website with the application architect, translating design into implementation.
- Led creative direction for campaigns and launches, lifting recipient engagement by 50%.
- Incorporated client and retailer feedback into packaging and campaign iterations ahead of launch.
- Managed and maintained workflows as the branding department's client roster scaled.

Graphic Designer

May 2019 - Jul 2021
Toronto, Canada

Thoi Bao Inc.

- Managed and maintained the Houston and Toronto newspaper websites, handling ongoing content and layout updates.
- Designed and shipped weekly print layouts for two magazine editions on a fixed deadline.
- Produced ads and product documentation for 50+ client accounts, the Toronto office's primary revenue base.
- Maintained both newspaper sites on their CMS, coordinating updates with editorial teams.

CONTRACT EXPERIENCE

Senior Product & Brand Designer

May 2026 - Sep 2026
Remote, Canada

Outer Sunset

- Led end-to-end product design and branding for Outer Sunset Ledger, an enterprise crypto accounting SaaS built for Canton Network validators
- Developed the product's branding and key visual identity
- Built a scalable design system, including color tokens, typography, component library to support continued product development beyond initial launch
- Conducted competitive analysis across crypto accounting platforms (Cryptoworth, Bitwave, Breezing, TaxBit) to benchmark features and validate design decisions
- Audited AI incomplete brief to identify and resolve product logic gaps in close collaboration with engineering and accounting stakeholders

UI/UX & Website Designer

May 2026 - Sep 2026
Remote, Canada

Five North

- Led design for the Looptech website, the public launchpad for Loop's Canton Network product suite Wallet & Data
- Worked with the existing branding of Loop for the full design process across desktop and mobile
- Defined the site's colour architecture: a neutral umbrella accent for the parent brand, with each product's brand colour reserved for its own section and launch CTA
- Audited the design system to identify and resolve theme-mode inheritance, product-mode override conflicts, and untokenised values affecting components across the file

Product & Brand Designer

2023
Remote, Canada

Goober.ai

- Led UI/UX, branding, and product design for GOOBER.AI, an AI pet-photo-generation startup. Developed branding through a responsive web UI, designed flows in Figma with the founder through launch.
- Refined upload-to-generation flow through iterative testing, simplifying the path from photo upload to finished image.
- Worked directly with the founder through multiple design iterations ahead of public launch.

Freelance Designer

2012 - Present
Remote, Canada

Mandy Do Design

- Built and sustained an independent design practice for 14 years, starting in Vietnam and expanding to clients in Canada, mostly through referrals and repeat work.
- Designed the game concept and pitch visuals for an early-stage startup's investor pitch, helping it secure funding and launch as an ongoing studio.
- Delivered branding, campaigns, and print materials for 20+ clients across real estate, emergency response, music and events, and publishing.

EDUCATION

Honors Bachelor of Arts, Interior Design

2012-2017

University of Architecture
Ho Chi Minh city, Vietnam

Diploma of Visual & Digital Art

2017-2019

Humber College
Toronto, ON, Canada

Certificate of UX Designer

2022

General Assembly
Canada

SKILLS

- **Design**: Figma, Framer, Adobe Suites (Adobe Photoshop, Illustrator, InDesign, After Effects), Procreate
- **AI tools**: Claude, Framer, Kling
- **Collaboration**: Miro, Notion
- **Expertise**: Art direction, brand identity, UX/UI design, design systems, game UI and HUD, prototyping, user flows, competitive analysis, Agile/Scrum