

Andrea Ho

User Experience Designer

andrea.ho.me
andrea.ks.ho@gmail.com
778.882.7372

Work Experience

Terramera / User Experience Designer

NOV 2017 – PRESENT, VANCOUVER, BC

- Led the research and design of the interface, architecture and interaction flows of multiple internal applications, resulting in improved data documentation and quicker data acquisition.
- Drove design iteration meetings and whiteboard sessions with the development team while incorporating any feedback into the creation of site maps, user flows, user stories and low to high-fidelity wireframes.
- Collaborated across multiple teams to verify that projects followed requirements specification from development to production while following UX best practices.
- Led the UX component for the creation of the company's marketing materials for an engineering sponsorship program at the University of British Columbia. Worked directly with the engineering team throughout this project to ensure the design requirements were met.

Personal Projects

Stubhub / Receipt Collection Mobile App

- A mobile app that stores receipts, allowing shoppers to search for their past transactions while eliminating paper waste.
- Conducted extensive external research, including site visits and competitor analyses, to understand business and customer goals to provide a solution that will benefit both parties.

Education

Designlab

User Experience Academy

FEB 2017 – AUG 2017

Designed three applications involving mobile app usability and accessibility.

University of British Columbia

Bachelor of Commerce

SEPT 2013 – MAY 2017

Specialized in Marketing. Improved physical space design at the student building (The Nest).

Skills

Design: Illustration & UI graphics · User flows · Concept Sketches · Wireframes & mockups with Sketch · Style guides & pattern library

Prototyping: Rapid Prototyping using Invision, Powerpoint & Figma

Research: Task analysis & persona hypothesis · A/B Testing & Experiment · Walkthrough presentations

Collaboration: Organizing Workshops · Facilitating design critique · Detail oriented · Flexible · Communicative