DERRICK HO

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EDUCATION

Cornell University

B.S. in Hospitality Administration • Minor: Information Sciences   3.5 • Spring 2016 Deans List

Object-Oriented Programming • Design and Programming for Web • Applied Business Statistics • Visual Basic for Applications • Design for Social Impact • Digital Tools for Design • Business Computing • Management Communications • Digital Product Design

Ithaca, NY • Expected Graduation May 2017

EXPERIENCE

Cisco
User Experience Design Intern

Worked on alpha project, CDO (Cisco Defense Orchestrator), launched July 2016. Led design and developement for 3 features:
- a page that displays all administrative activity/changes
- a module that shows usefulness of security policies
- product onboarding process.

Cambridge, MA • June 16 – August 16

Sony Pictures
Information Technology Intern

Worked on internal asset delivery tool to help share large and specified files to marketing teams. Wrote usability studies on current/competing systems and conducted A/B testing on current UX patterns.

Culver City, CA • June 15 – August 15

BroadVision
Sales and Marketing Intern

Designed and authored content for company website rebranding. Performed competitive analysis to help decide what features to leverage over competition.

Redwood City, CA • June 14 – August 14

ZBoard
Product Management Intern

Worked with electric longboard startup company within the '500 Startups' incubator. Initiated customer representation program which sponsored 25 company ambassadors around the country.

Mountain View, CA • September 13 – January 14

BroadVision
Product Management Intern

Worked on user experience for website and mobile site navigation. Created mockups using Adobe Creative Suite to visually communicate ideas for engineering team.

Redwood City, CA • June 13 – September 13

EXTRACIRRICULARS

CUAppDev Project Team
Core Design Team

Design and Develop new iOS application each semester on 40 person team. Projects include: Cornell campus dining app;   Snapchat-like music app; and podcast application.
- Current Project: Lead Designer on Cornell Transportation and Bus Service Application

September 14 – Present

INFO 1998: Digital Product Design
Teaching Assistant

Provide students feedback/grades on their designs in CUAppDev led product design course. 73 students.

September 16 – Present

Cornell Club Water Polo

Compete on national level and won New York State championships in 2014, 2015.
15 hours of practice and meeting commitment per week.

August 14 – Present

Mobile Business Plan Competition
First Place

Hotel School Entrepreneurs (HSE) Mobile Application Business Plan Competition.
First Place with submission of 'Surplus', allowing restaurants to sell unused produce at end of the day

February 15

SKILLS

Sketch • Framer.js • Python • HTML & CSS • JavaScript • PHP • mySQL • VBA • InVision • Quartz Composer + Origami •
Photoshop • Illustrator • InDesign • User Experience Research • Journey Mapping and Storyboarding • Rapid Prototyping