



ANDREA HO

UX/UI DESIGNER

- Vancouver, BC
- <http://andreaho.ca>
- andrea.ks.ho@gmail.com
- 778.882.7372

SKILLS

User Experience Design
User Interface Design
Market Research
Empathetic Research
Competitor Analysis
Information Architecture
Low/Mid/High Fidelity Wireframes
Interaction Design
Rapid Prototyping
Usability Testing
Graphic Design
Brand & Identity
Typography
Iconography
HTML5/CSS3

TOOLS

Sketch
Adobe Creative Cloud
Invision
Marvel
Principle
Usability Hub
Microsoft Office
Github
Pen & Paper
Slack

INTERESTS

Acrylic Painting
Photography
Competitive Badminton
Dragon Boating
Travelling
Hiking

My mission is to create a happier, stress-free, educational environment for everyone through user experience. With my background in marketing, I place heavy emphasis on understanding how people behave in all of my design projects. It is only through heavy knowledge of humans when we start to solve the world's problems.

EDUCATION

User Experience Academy, Designlab

2017

San Francisco , CA

I've worked over 500+ hours within the intensive 6 month UX Academy program, with the guidance of an experienced mentor and the sharing within the student community, to learn the essential skills to produce three quality hands-on projects.

Trekit

A social mobile app that allows for quick and easy sharing of memories created from travellers' trips.

- Tackled an Information Architecture taxonomy issue, discovered after multiple rounds of usability testing, which was solved by creating a visual representation and a sitemap
- Iterated multiple versions of wireframes adjusted from user testing
- Created a brand that aligned with Trekit's personality of excitement, curiosity, individuality and adventure

NASA Vacations

A personalized screen for every passenger on the NASA aircraft for space tourism.

- Focused heavily on understanding the users through user interviews, personas, empathy maps, and customer journey maps, which enhanced functionality and usability for key audiences
- Conducted user experience research through interviews and usability testing using low and high fidelity prototypes

ShopFresh

A responsive website for an online grocery store catered to busy university students using Sketch.

- Utilized the user data gathered through methods such as user interviews, market research and secondary research to make informed design decisions
- Tested interactive prototypes to iterate and improve design wireframes
- Created a brand that best represents Shopfresh's three main elements: freshness, quality and cleanliness

Bachelor of Commerce - Marketing, University of British Columbia

2013 - 2017

Vancouver , BC

UBC Alma Mater Society: The Nest

I've created a design brief, along with four others, which aimed to increase the optimization of space of the main student building at the University of British Columbia.

- Examined research studies and conducted observational research to find the overarching problem of misalignment of offerings provided at the building
- Executed the Offering-Activity Culture Map and Compelling Experience Map to understand how to interact with the two main target student types , what motivates them, and how to follow up with their building space experience

EXPERIENCE

Marketing Intern, Boucher Institute of Naturopathic Medicine

Jun 2016 - Aug 2016

Vancouver , BC

- Created a tactical brief for the Professional Development Project and 7 copy decks for the redesign of poster advertisements
- Identified ways to gather popularity on social media for the naturopathic medical school by accumulating other universities' online information
- Designed 4 different catalogue covers for the clinic and faculty institute using Adobe Illustrator
- Worked closely with the graphic designer to create a cohesive program for the incoming medical students, including logo design and branding