

Emily Ho

User Experience Designer

San Diego, CA - Email me on Indeed: [indeed.com/r/Emily-Ho/dd06cbbcba55208e](https://www.indeed.com/r/Emily-Ho/dd06cbbcba55208e)

I design things to be functionally beautiful. I believe that UX design should be focused on answering needs while determining what comes next. I design things that not only look great, but feel great.
Authorized to work in the US for any employer

WORK EXPERIENCE

UX Designer (Contract)

ViaSat - San Diego, CA - May 2017 to Present

- Conducted full heuristic, accessibility, and visual pattern audits of ViaSat.com
- Took full page screenshots calling out visual elements and assessed page interactions; documented using Omnigraffle
- Documented heuristic violations according to Jakob Nielsen's ten usability heuristics and accessibility violations following WCAG 2.0A guidelines in Excel, cross-referencing screenshots provided in the Omnigraffle environment
- Presented findings and opportunities during weekly check-ins with team and provided suggestions for solutions and estimated level of UX effort needed to resolve the issue
- Provided a detailed summary at project wrap-up that discussed top 5 heuristic and accessibility violations and summarized notes to be handed off to the UX Research team

Visual/UX Designer (Freelance)

The Lambesis Agency - La Jolla, CA - March 2017 to May 2017

- Create and update responsive web and mobile designs based on client needs and goals
- Consult on various interactive projects to assess the alignment of end-user interactions with client goals
- Brainstorm and develop concepts, look-feels, and activations for upcoming and existing campaigns
- Create promotional materials (interactive banners, print, social ad campaigns, etc.) based on provided direction or concepts developed by the agency and client
- Utilize tools such as Photoshop, Illustrator, and Sketch to develop, illustrate, and execute campaign concepts
- Use InDesign to prepare final comps to be presented to clients for approval prior to execution
- Prepare assets to be handed off to the development team for execution

Course Experience Manager (Contract)

The Rebel Group, LLC - Remote - January 2017 to March 2017

- Research and develop a brand new course experience for students and instructors for courses designed for a partnership project with Dribbble, Inc.
- Conduct interviews with instructors and mentors to determine their impact and roles during the length of the course
- Determine and design intuitive interactions between students and the web portal (ex. How do students reserve a spot for a group discussion? How will mentors keep track of attendance and timecards?)
- Coordinate with CEO on how to support and keep track of feedback post-course launch
- Create and design marketing material to send upon student enrollment, course updates, and course completion

Support Genius - Level 2 Support

LevelUp - Remote - February 2015 to March 2017

Responsibilities

- Serve as an escalation point for Level 1 Support for incidents related to customer satisfaction, bug reports (app and platform), user-reported fraud, and merchant accounts
- Mentor Level 1 Support in areas related to customer service, performance, and job satisfaction
- Manage Level 1 Support queue in Zendesk: proactively scan queue for potential reported bugs, create and maintain problem tickets in Zendesk and link accordingly to any open bug reports in Jira (or creating new bug report), merge duplicate tickets, provide backup when queue volume is higher than average
- Responsible for creating and maintaining articles submitted for our internal and external knowledge bases
- Attend bi-weekly meetings with Account Management team to ensure that Support and Account Management are supporting enterprise clients consistently and efficiently

Accomplishments

Created and delivered training material to new and current Level 1 Support reps on customer service and etiquette

UX/UI Designer

DESIGNLAB - Remote - February 2016 to February 2017

- Created project outlines to determine deliverables and timelines
- Developed and executed research plans to user needs, target audience, and behavior patterns in order to design reactively and think proactively; created personas based off research findings
- Developed user flows, created wireframes, delivered prototypes, and mocked up final key screens to match existing branding (if applicable)
- Created and determined brand identity (as needed) for new or existing products
- Continued to test designs for feedback until ideal product is achieved

Assistant Manager

Preston Animal Hospital - Morrisville, NC - July 2014 to November 2014

Responsibilities

- Joined the team to help improve the overall customer experience. I have been educating the staff about what a customer's experience should look like from beginning to end based on observations and using knowledge and experience from my history in retail
- We are currently focusing on improving communication between members of the staff, mainly peer-to-peer feedback
- Working with the Brand Manager on improving existing and creating new marketing materials such like slideshow presentations, handouts, flyers, and posters

Customer Experience Lead

Athleta - Los Angeles, CA - February 2014 to June 2014

- Recruited to join the brand as a member of the leadership team for a new store opening
- Created and implemented back-of-house standards and procedures such as replenishment, folding and hanging standards, and merchandise placement
- Example: Created a new replenishment process for swimwear that improved efficiency that is now being used at other stores
- Trained new associates on brand culture and how to translate it into a positive customer experience by sharing our knowledge and culture and having our customers be a part of it
- Provided coaching and feedback to peers and associates based on observed successes and opportunities

- Provided exceptional customer service by offering an experience that meant listening to and understanding a customer's needs, finding products that best met those needs, and building a relationship with the customer
- Managed daily business operations such as adjusting daily and weekly schedules based on budgeted payroll, ordering supplies, contacting vendors, maintaining inventory, and daily register functions

Visual Coordinator

Tory Burch - Los Angeles, CA - August 2013 to February 2014

- Executed visual directives as received by corporate office and worked closely with the Regional Visual Manager on improving store aesthetic based on feedback from clientele and other staff members
- Educated sales associates on new merchandise and communicate proper placement throughout the store based on visual directive and current themes for the season
- Worked closely with the Operations Coordinator on improving efficiency on the flow of merchandise between the stockroom and the sales floor

Family Room Specialist

Apple, Inc - San Francisco, CA - August 2011 to August 2013

- Acted as the first point of contact for Genius Bar customers, which included supporting the reservation process, assigning appointments to queues, and setting expectations for the scope of the support given
- Troubleshoot technical issues and determine if the issue stems from the hardware, software, or firmware and perform necessary repairs (ex. software/firmware restores or modular replacements)
- Created the store's first all-store newsletter that included bi-weekly updates from each team and area of the store which was later served as a guide to other store locations so they could create their own store newsletter
- Served as a liaison between the store and wireless carrier representatives (AT&T, Verizon, and Sprint) to relay activation errors, escalate internal and external customer issues, and educate peers on new carrier policies

Assistant Visual Manager

Hollister Co - Newark, CA - July 2010 to July 2011

- Responsible for directing bi-weekly and seasonal visual updates as directed by home office
- Maintained and updated merchandise placement, marketing and signage, lighting fixtures and forms
- Provided coaching and feedback back on observed successes and opportunities
- Served as the leader on duty on the sales floor while maintaining daily business operations such as managing and budgeting scheduled hours and payroll and ensuring tasks are completed in a timely manner
- Created weekly employee schedules, managing and submitting payroll, and reported any losses incurred
- Participated in recruiting, interviewing, and hiring potential candidates and performed training on brand standards and expectations

EDUCATION

UX Academy

Designlab - Remote

June 2016 to February 2017

Visual Communications

Fashion Institute of Design and Merchandising - Los Angeles, CA
2013 to 2014

Bachelor of Arts in Psychology

University of California - La Jolla, CA
2005 to 2010

SKILLS

Sketch, Adobe CS, Invision, HTML, CSS, User Research, UX/UI Design, Wireframing, Prototyping, Brand Development

LINKS

<http://www.embyemily.com>

ADDITIONAL INFORMATION

Small Device certified technician for Apple iOS devices