

# John Ho

## UX Researcher

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### EDUCATION

**University of Washington Seattle**, Bachelor of Science in Informatics      Fall 2021 – Spring 2023  
Human-Computer Interaction Focus | 3.93 GPA, 2x Annual Dean's List

**Relevant Coursework:** Research Methods, Value Sensitive Design, Information Ethics and Policy, Design Systems for Digital Experiences, Cooperative Software Development, Interaction Design, Cultural Analytics

**Highline Community College**, Associates of Arts in Computer Science      Fall 2019 – Spring 2021  
Running Start Program | 3.69 GPA, 2x President's Honor Roll

### WORK HISTORY

**24/7 Teach – Graphic Design and UI-UX Superstar**, New York City, New York, USA      October 2023 – Present

- Assembled a design and component library to **produce an AI chatbot addressing educational equity** for underprivileged students and communities
- Promoted 24/7 Teach company brand through **optimizing branding elements and materials**
- Managed research questions, user stories, and workflows of high school students to **align with marketing and strategic initiatives** through **feedback survey insights** and **competitor analysis**

**Moments – Lead Researcher**, Seattle, Washington, USA      February 2022 – Present

- Led research protocols for ideating wireframes and user personas in coordination with 4 developers
- Implemented 3 specialized qualitative research protocols to **assess market interest and client satisfaction** through multimodal interviews with 50+ respondents
- Conducted 4 rounds of **A/B and usability tests** with interactive Figma prototypes and Expo Go simulators
- Developed branding website and **managing external beta testing** via iOS TestFlight and Apple Store launch

**Scoolwise – UX Researcher**, University of Washington, Seattle, WA      February 2023 - March 2023

- Adopted **VSD methodologies** with tripartite investigation to develop a scalable design solution providing equitable academic and career support for undergraduate students
- Delivered empirical research through 2 rounds of structured interviews and performed line by line **transcript qualitative coding** from 23 university students in underrepresented communities
- Derived key insights to create a value-oriented deliverable and organized **research documentation**

### MEDIA PROJECTS

- Built a design system portfolio for Seattle Public Schools' website to **promote IA and accessibility features**
- Produced a DC-inspired educational comic on media representation using **cultural analytics methodologies**
- Made visual media to **communicate market impacts and ethics** of AI technology and gaming IoT in esports
- Designed website content highlighting temporal elements on the evolution of developing rhythm games

### LEADERSHIP

**WINFO** | University of Washington, Seattle, WA      Fall 2022 – Present

- Volunteering at hosted hackathons with 150+ students to learn about the iSchool and informatics
- Mentoring teams of high school students in learning Figma practices and design conventions

### CORE SKILLS

User Research, Qualitative Research, Stakeholder Management, Interaction Design, Storyboards, Wireframes, Prototypes, Contextual Inquiry, Usability Testing, Design Systems, Cultural Analytics

### TOOLS

Figma, VSCode, Git, GitHub, JavaScript, React, HTML/CSS

### INTERESTS

User psychology, product design, graphic arts, entrepreneurship

### LANGUAGES

English, Vietnamese