

Ho Tsun Matthew Ho

User Experience Designer

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Experience

It's All About the Kids Foundation

UX/UI Designer

Nov 2017 - Jan 2018
San Diego

- ♦ Reduced the bottleneck in check-in system for a local food bank and shorten its queue time from two minutes to twenty-second by implementing a search system using iOS and Android System.
- ♦ Designed and implemented a functionality for data-visualization to maximize the amount of visitors served and reduce food waste.
- ♦ Collaborated closely with engineering team to design and enable additional identification methods for smart-search system.

Collaborative Travel Itinerary

UX/UI Designer

March 2017 - June 2017
La Jolla

- ♦ Conducted research interviews and performing A/B testing to establish functionalities of a digital travel itinerary tool.
- ♦ Designed detailed prototypes for user needs of organized travel information by keeping track of airfares and hotel information, location suggestions, planning agenda and shared map.
- ♦ Iterated and polished visual designs for user profiles and sharing function to encourage collaboration between users.
- ♦ Acquired third most funding in a mock investor marketing presentation between 11 teams by identifying a market need for an easy to use, highly customizable itinerary planner.

Sandbox VR

Customer Service Representative

Jan 2020 - Current
San Diego

- ♦ Achieved \$270,000 in three months since store opening and maintained Customer Satisfaction Rating of 94% on Yelp, Google Review and TripAdvisor.
- ♦ Instructed new hires on troubleshooting equipment and resolving issues when experience is behaving abnormally.

Skills

Design

Experience Strategy

Interaction Design

Rapid Prototyping

Typography

User Interface Design

Wireframing

Low & High fidelity Prototypes

Software

Adobe XD

Figma

Illustrator

Photoshop

Sketch

User Research

A/B Testing & Experiment

Competitive Analysis

Ethnography

Heuristic Evaluation

Interview & Surveys

Usability & Concept Testing

Programming

HTML

CSS

Javascript

React

Bootstrap

Education

UNIVERSITY OF CALIFORNIA, SAN DIEGO
La Jolla, California 2014-2018

B.S. in Cognitive Science specializing in
Human Computer Interaction

Certificates

Front End Library Certification

Free Code Camp 2020

Javascript Algorithms and

Data Structure

Free Code Camp 2020

Responsive Web Design

Free Code Camp 2019

Languages

Cantonese Chinese

Mandarin Chinese