

# Ho Tsun Matthew Ho

User Experience Designer

<https://matt-hoht.github.io/>

matt.hoht@gmail.com

(619) 432-9428

## Experience

### International CD Online Store

UX/UI Designer

Feb 2020 - Jun 2020  
San Diego

- ◆ Interviewed with existing users and created storyboards to identify main functionalities of the application.
- ◆ Designed wireframes of the functionalities of the application. Redesign the visual styles of existing stores and reduce clutter on user interface.

### Collaborative Travel Itinerary

UX/UI Designer

Jan 2019 - Aug 2019  
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.

### It's All About the Kids Foundation

UX/UI Designer

Sept 2018 - Feb 2019  
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.
- ◆ The numbers of visitors served increase from 30 to 60 per day after the implementation of smart search system.
- ◆ Designed and implemented a functionality for data-visualization and reduced food waste from 560 pounds to 216 pounds.
- ◆ Collaborated closely with engineering team to design and enable additional identification methods for smart-search system.

### 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.
- ◆ Worked together with 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