

Ho Tsun Matthew Ho

User Experience Designer

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

matt.hoht@gmail.com

(619) 432-9428

Experience

It's All About the Kids Foundation

User Experience Designer

Nov 2017 - Jan 2018
San Diego

- ♦ Reduced the bottleneck in check-in system for a local food bank and shortened its queue time from two minutes to twenty-second by implementing a search system using smartphones and computer.
- ♦ Focused in designing a functionality for data-visualization to allow for more precise prediction on the amount of food to prepare and reduce food waste.

Collaborative Travel Itinerary

User Experience Designer

March 2017 - June 2017
La Jolla

- ♦ Conducting interviews and performing A/B testing to establish functionalities of a digital travel itinerary tool.
- ♦ Designed tools to organize travel information such as keeping track of airfare tickets and hotel information as well as location suggestions, planning agenda and shared map.
- ♦ Designed a user profile and sharing function to encourage collaboration between users.
- ♦ Acquired third most funding in a mock investor meeting 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

Wireframing

Rapid Prototyping

Experience Strategy

Interaction Design

User Interface Design

User flow

Software

Photoshop

Adobe XD

Illustrator

Sketch

Figma

User Research

Interview & Surveys

Ethnography

Usability & Concept Testing

A/B Testing & Experiment

Competitive Analysis

Heuristic Evaluation

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