

Ho Tsun Matthew Ho

User Experience Designer

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Experience

International CD eCommerce 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

Software

Adobe XD
Figma
Illustrator
Photoshop
Sketch

Low & High fidelity Prototypes

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

Native in Cantonese Chinese

Fluent in Mandarin Chinese