

# JULIE HO

Senior Product Designer experienced in web application design,  
strong in UI, UX, interaction design, & product strategy

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## EXPERIENCE

### Senior User Experience Designer — CarGurus

Nov 2020 - Present | Cambridge, MA

- Making the process of buying a car online less terrible and more transparent

### Senior Product Designer — Yesware

May 2018 - Present | Boston, MA

- Shipped personal hackathon project Meeting Scheduler was implemented into a core feature and influenced the company's north star metric and increased booked meetings by 250% | [Case Study](#)
- Revamped, modernized, and scaled our Outlook add-in user experience and nearly doubled the percentage of active users within a year
- Led the overhaul and redesign of core feature Templates which increased user satisfaction and simplified Yesware's tech stack
- Founded internal guild that created the internal design system 'yw-web'
- Reduced weekly support tickets by 16% | [Case Study](#)

### UX & Visual Designer — IBM Watson Health

April 2017 - May 2018 | Cambridge, MA

- Led the entire user experience for an AI solution that presents unstructured patient data to radiologists | [Case Study](#)
- Developed a well-received prototype showcased at major healthcare conferences
- Conducted onsite hospital visits and interviewed clinicians to understand pain points, goals, workflow, and opportunities

### UI/UX Designer — ClickTime

February 2015 - December 2016 | San Francisco, CA

- Developed the company's first UI components library that set visual standards and provided detailed documentation for faster development
- Planned and facilitated an internal personas workshop that helped transition into a user-focused culture
- Designed and executed UI refreshes for legacy UI
- Produced marketing, recruiting, and customer-facing materials that include web assets, career fair banners, help documentation templates, and presentation decks

## Freelance Designer — Nestlé & local CA businesses

March 2014 - January 2015 | Los Angeles Area

- Provided creative consultation for Nestlé's internal innovation workshops
- Produced trade show banners in conjunction with Subaru, product advertisements featured in popular auto magazines
- Produced Keynote slide decks for executives
- Designed logos, WordPress templates, event invitations for local business and nonprofits (eg. [OC Special Spokes](#), [Eclecta Quartet](#))

## Graphic Designer Assistant — CSU Office of the Chancellor

October 2013 - May 2014 | Long Beach, CA

- Designed print & digital assets for the CSU system distributed to 23 universities statewide
- Published the org's annual report that became their most viewed digital publication
- Managed the office's creative website content and social media accounts

## Graphic Design Intern— Bootlegger's Brewery

June 2012 - September 2012 | Fullerton, CA

- Produced graphics for "[Far Out IPA](#)", "[Classic Series Variety Pack](#)", promotional flyers, and tap handle concepts
- Won a student scholarship essay competition highlighting this internship experience

## TECHNICAL

**Core:** UX, UI, product strategy, interaction design, info architecture, user research

**Prototyping:** Sketch, Figma, Axure, InVision, Marvel, Illustrator, Photoshop

**Web dev:** HTML, CSS, Bootstrap, Github

**Misc:** SEO, Amplitude, Zendesk, UX writing, design systems, design recruiting, product process

## EDUCATION

**B.S. Industrial Design** - CSU Long Beach

Graduated Spring 2014 (cum laude)

**Product Design** - Coventry University, UK

Spring 2013 abroad

## EXTENDED LEARNING

**Continuous Product Discovery Coaching with Teresa Torres**

Fall 2019

**IBM Industry Design Thinking**

July 2017

**Interaction Design** - CSU San Francisco

Spring 2016 semester

**Information Design** - CSU San Francisco

Fall 2015 semester