

# JULIE HO

Product Designer experienced in designing for B2B web applications, enterprise software, branding

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## EXPERIENCE

**Senior Product Designer**.....05/2018 - NOW  
Yesware | Boston, MA

- Core contributor to Product Team by designing with outcomes driven by product metrics, business goals, user research, and CS/Sales insight
- Founded internal guild with a mission to streamline cross-functional processes and advocated for the creation of our design system 'yw-web'
- Designed for multiple product feature launches that improved user retention, usability, and reduced support tickets
- Partnered with PM to design and execute product experiments that drive user engagement and acquisition

**UX & Visual Designer**.....04/2017 - 05/2018  
IBM Watson Health | Cambridge, MA

- Design lead for IBM Watson Imaging Patient Synopsis, a software solution that processes and presents unstructured patient data to radiologists
- Developed a well-received HTML prototype showcased at 2 major healthcare conferences
- Participated in user research by engaging in onsite hospital visits and interviewing clinicians to understand pain points, goals, and work flow

**UI / UX Designer**.....02/2015 - 12/2016  
ClickTime.com | San Francisco, CA

- Developed the company's first style guide and UI components library that set visual standards and provided detailed documentation for faster web application development
- Planned and facilitated an internal personas workshop with stakeholders that helped transition into a more 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

**Contract Designer**.....10/2013 - 05/2014  
Clients: Nestlé, Redline Detection, & small CA businesses

- Provided creative services for Nestlé's internal innovation workshops
- Produced trade show banners in conjunction with Subaru, product advertisements featured in Automotive Fleet and MOTOR magazines, product labels, and operation manuals
- Designed logos, WordPress templates, event invitations for local business and non-profits

**Graphic Design Student Assistant**.....10/2013 - 05/2014  
California State University, Office of the Chancellor | Long Beach, CA

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

## SOFTWARE

- **Prototyping:** Sketch, Axure, InVision & DSM, Marvel, Photoshop, Illustrator, InDesign, Solidworks
- **Web dev:** HTML, CSS, Bootstrap, Git
- **Miscellaneous:** Keynote, iMovie, Amplitude,

## EDUCATION

- **B.S. Industrial Design** at Cal State University, Long Beach 05/2014
- **Information Design & Interaction Design** courses at San Francisco State University SPRING & FALL 2015
- **Product Design** at Coventry University, UK SPRING 2013
- **Italian Design** in Italy SUMMER 2012

## EXTENDED LEARNING

- 12-week Continuous Product Discovery Coaching with Teresa Torres FALL 2019
- 4-day IBM Industry Design Thinking Bootcamp 07/2017
- 3-day IBM Agile Program & Operations Fundamentals 05/2017

## ABOUT JULIE

- Loves cats & dogs but is highly allergic
- Is a keen hunter of bargains & thrifts
- Other creative outlets include sewing plushies, restoring old photos, and crafting amateur digital illustrations