

JULIE HO

Senior Product Designer experienced in web application design,
strong in UI, UX, interaction design, & product strategy
(714) 548-9526 | dearjulieho@gmail.com | www.ohjulieho.com (🍓:strawberry)

EXPERIENCE

Senior User Experience Designer — CarGurus

Nov 2020 - Present | Cambridge, MA (remote)

- Fully supporting 3 product teams (SEO, retention, mobile app) to make the process of buying a car online easier
- Lead the UX overhaul of the consumer car research section that impacts and benefits upper-to-mid-funnel shoppers and car enthusiasts
- Redesigned the saved cars listing page with a 3% increase in conversion | [Case Study](#)
- Lead the redesign of the iOS and Android mobile app and resulted in a 20% engagement increase and top ranking apps placement in App Store and Google Play

Senior Product Designer — Yesware

May 2018 - Nov 2020 | Boston, MA

- Personal hackathon project was implemented as core feature that influenced the company's north star metric and increased user engagement 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 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 HTML 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 company 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
- Designed logos, WordPress templates, slide presentations 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 (and also worked in their tap room)
- Won a student scholarship essay competition highlighting this internship experience

TECHNICAL

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

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

Web dev: HTML, CSS,, Github

Misc: SEO, Amplitude, Zendesk, JIRA, A/B testing framework, design systems, Agile, UX writing, design recruiting, product development process

EDUCATION

B.S. Industrial Design - CSU Long Beach

Spring 2014 (cum laude)

Product Design - Coventry University, UK

Winter/Spring 2013 abroad

EXTENDED LEARNING

d.MBA - Business education for designers

Spring 2021

Fall 2019 (6 weeks)

Interaction Design - CSU San Francisco

Spring 2016 semester

Information Design - CSU San Francisco

Fall 2015 semester

Continuous product discovery coaching with Teresa Torres

Fall 2019 (12 weeks)

IBM Industry Design Thinking

July 2017 (5 days)