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 (remote)
- Fully supporting 3 product teams (SEO, retention, mobile app) to make the process of buying a car online easier
- Leading the UX overhaul of the consumer car research section that impacts and benefits upper-to-mid-funnel shoppers and car enthusiasts
- Lead the redesign of the iOS and Android mobile app and resulted in a 20% conversion 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 Nestle'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)

Continuous product discovery coaching with Teresa Torres

Fall 2019 (12 weeks)

IBM Industry Design Thinking

July 2017 (5 days)

Interaction Design - CSU San Francisco

Spring 2016 semester

Information Design - CSU San Francisco

Fall 2015 semester