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
- Low & High fidelity Prototypes

Software
- Adobe XD
- Figma
- Illustrator
- Photoshop
- Sketch

User Research
- A/B Testing & Experiment
- Competitive Analysis
- Ethnography
- Heuristic Evalutation
- 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
Cantonese Chinese

Mandarin Chinese