

# ANDREA HO

UX/UI DESIGNER

## CONTACT

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## SKILLS

### DESIGN

Persona  
Customer Journey Mapping  
Userflow  
Sitemapping  
Wireframing  
Rapid Prototyping

### RESEARCH

User Interview  
Market Research  
Usability Testing  
Google Analytics  
Card Sorting  
A/B Testing

### TOOLS

Sketch  
InVision  
Adobe Creative Suite  
Webflow

### DEVELOPMENT

HTML/CSS

## EXPERIENCE

### Terramera, User Experience Design Intern

Vancouver, BC

November 2017 - Current

- Improved efficiency of greenhouse data retrieval by redesigning dashboard displays for desktop and tablet users
- Executed card sorting exercises to enhance Information Architecture of the firm's websites
- Ensured designs and user flows are optimized for end users through understanding personas and implementing interview data
- Produced multiple low and high fidelity wireframes of internal and external websites in an Agile environment
- Optimized site behaviour for desktop, tablet and mobile through Google Analytics and user testing
- Worked closely with the Marketing Department to maintain a consistent brand image across all platforms

### Designlab, User Experience Academy

San Francisco, CA

February 2017 - August 2017

- Conducted user interviews and market research to create personas, empathy maps, and customer journey maps
- Used card sorting exercises to make informed information architecture, sitemap and userflow decisions
- Iterated wireframes from low to high fidelity following user test results
- Created brands, logos and icon designs that aligned with the target audiences' personalities
- Shared constructive feedback with a community of design students

### Projects

- Trekkit: social mobile app that allows for quick and easy content sharing, specifically designed for travellers
- NASA Vacations: personalized in-flight interface for space tourists on the NASA aircraft
- ShopFresh: responsive website for an online grocery store catered to busy university students

## EDUCATION

### University of British Columbia, Bachelor of Commerce

Vancouver, BC

September 2013 - April 2017

- Specialization: Marketing
- UBC Thunderbirds Dragon Boat Sports Club, UBC Badminton, Volleyball Intramurals