

julie ho

Senior UX Designer experienced in web app design, interaction design, & product strategy
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experience

Senior User Experience Designer — CarGurus

Nov 2020 - Present | Remote

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

Senior Product Designer — Yesware

May 2018 - Nov 2020 | Boston, MA

- Personal hackathon project was implemented and spurred several high-priority initiatives and increased user engagement by 250% | [Case Study](#)
- Modernized and scaled Outlook add-in which nearly doubled the percentage of active users within a year
- Led revamp of core feature Templates which increased user satisfaction and simplified the UX and tech
- Founded and lead internal guild that created the internal design system
- Reduced weekly support tickets by 16% | [Case Study](#)

UX & Visual Designer — IBM Watson Health

April 2017 - May 2018 | Cambridge, MA

- Led the user experience for an AI solution that presents unstructured patient data to radiologists | [Case Study](#)
- Built an interactive 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 company's UI components library that set visual standards and detailed documentation for faster development | [Case Study](#)
- Planned and facilitated an internal personas workshop that helped transition into a user-focused company culture | [Project](#)
- Designed and executed visual refreshes for legacy UI
- Produced marketing, recruiting, and customer-facing materials including large print banners, help doc templates, and slide decks

Freelance Designer — Local businesses & nonprofits

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, logos, WordPress templates, slide decks, flyers, & more

Graphic Designer Assistant — CSU Office of the Chancellor

October 2013 - May 2014 | Long Beach, CA

- Designed print & digital assets distributed to 23 universities statewide
- Produced the org's most viewed annual report publication
- Managed the office's creative website content and social media accounts

Graphic Design Intern— Bootlegger's Brewery

Summer 2012 | Fullerton, CA

- Produced graphics for "[Far Out IPA](#)", "[Classic Series Variety Pack](#)", flyers, and tap handle concepts (and also worked in their tap room)
- Won student scholarship essay competition highlighting this internship experience

skills

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

Web dev: HTML, CSS, Github

Misc: SEO, Amplitude, Zendesk, JIRA, A/B testing, SaaS, enterprise, B2B, B2C, design systems, Agile, UX writing, design recruiting, style guides

education

B.S. Industrial Design - CSU Long Beach
Spring 2014 (cum laude)

Product Design - Coventry University, UK
Winter/Spring 2013

extended training

d.MBA - Business education for designers
Spring 2021 (6 weeks)

Interaction Design - CSU San Francisco
Spring 2016 semester

Continuous product discovery coaching
Fall 2019 (12 weeks)

Information Design - CSU San Francisco
Fall 2015 semester

IBM Industry Design Thinking

July 2017 (5 days)