

PRISCILLA

HO



Interaction Designer



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METHODS

Literature Research

Interview / Survey / ESM

Five Whys / Mapping

Prototyping / Co-Design

Storyboards / Journeys

Think Aloud Evaluation



TOOLS

Adobe Creative Suite

OmniGraffle / Axure

Keynote

Arduino / Processing

HTML5 & CSS

Social Media / FB Insights

Google Analytics

Microsoft Office Suite



SUMMARY

Empathetic storyteller who applies user-centred research and design thinking from HCI, Marketing and Social Sciences. Masters of Interaction Design with Distinction graduate with five years of cross-functional experience growing customer loyalty for award-winning brands driven by innovation. Competitive paddler winning four gold medals in 2016 including Hong Kong International Dragon Boat Race.



RELEVANT WORK



EXPERIENCE DESIGNER @ ISOBAR HONG KONG

2016 | North Point, Hong Kong

- Made recommendations for digital strategy and value proposition for Pan-Asian insurance client after gathering insight using competitive analysis, Google Analytics, user journeys and executive interviews
- Designed and presented slide decks, sitemaps, wireframes using XD, Illustrator, OmniGraffle, and InDesign for internal / external stakeholders



MARKETING ASSISTANT @ WINDSET FARMS

2013 - 2015 | Delta, Canada

- Developed new Asian accounts with over \$10,000 USD monthly sales by attending international trade shows and building relationships with Dairy Farm (Jardines), YATA HK and Costco Taiwan
- Edited packaging for new product launches working with customers, printers, Sales, Marketing, Management and Creative teams



SOCIAL MEDIA SPECIALIST @ BROADBANDTV

2012 - 2013 | Vancouver, Canada

- Designed cost-effective contests that grew new email database to 8000 direct contacts by developing new relationships with studios including SONY, Warner Bros. and Disney Canada
- Grew YouTube gaming communities up to 16 times their original size with target-specific copywriting, surveys and Facebook Ads



SOCIAL MEDIA CO-ORDINATOR @ CTV NEWS

2011 | Vancouver, Canada

- Helped CTV trend on Twitter and reach record website traffic across Canada during the Stanley Cup Riot by developing a two-way communication channel between online followers and TV viewers



EDUCATION



MDES W/ DISTINCTION (INTERACTION DESIGN)

2015 - 2016 | PolyU School of Design in Hong Kong

- GPA: 3.8 - Featured in ACM Interaction's 2017 Visual Thinking Gallery
- Featured in Delft PAM Manual for ESM tool that increased productivity



BCOM HONOURS (MARKETING + PSYCHOLOGY)

2007 - 2012 | UBC Sauder School of Business in Vancouver

- Farm Credit Canada Business Planning Award in 2010