

Chi Chung HO

UX & UI Designer

0423 301 663

chichung.ho@protonmail.com

VIC 3145

www.linkedin.com/in/chichung-ho

<https://www.levinsgraphic.com>

Experience

Growsure, UI Designer

2022 Oct - Nov

In a team of 5 designers, we improved the experience of users managing their staff and sales on a redesigned SaaS platform.

- Conducted competitor research to discover that users would be losing track throughout the journey of using the SaaS platform, like struggling to set up a new profile and sales target.
- Focused on the interactions and navigations to help users feel empowered and supported on their journey.
- Structured the information architecture and user flows to produce usable and intuitive user interfaces.
- Created the wireframes, interactions, and prototype to demonstrate to users the final look and feel of the platform with enhanced navigation and usability.

CD Movement, UX Researcher

2022 Sept - Oct

As a UX Researcher in a team of 5 designers. My role was to understand the users, and their problems and find the best way to design the subscription model.

- Conducted research interviews with users to understand their needs and pain points. In the project, I realized users are struggling to do yoga online which could not provide them with an immersive experience and make them lose motivation.
- Synthesized and analyzed the collected data in the affinity and empathy maps. And, created personas accordingly.
- Designed the subscription model with different tiers ranging from entry-level to advanced level, with trackers and encouraging messages to allow users to set up their goals and subscribe to suit what they need.

Individual Comic Creator, Animator / Video Editor

2020 Mar - Nov

In the project, I designed a video trailer for the comic promotion.

- Created illustrations like logos and cartoon characters. Started with sketching, coloring, and then animating.
- Animated the illustrations and output the animated frames as footage.
- Composed those with the sourced best-suit background music and applied visual effects to create a video trailer.

Education

Academy Xi | UX/UI Design Transform Course

2022

Institute of Vocational Education | Higher Diploma in Mechanical Engineering

2017

Skills

- UI Design
- Interaction Design
- Prototyping
- User Testing
- Wire-framing
- User Research
- Affinity & Empathy Mapping
- Personas
- Storyboard
- User flows
- Customer Journey Map

Software

- Figma
- Miro
- Photoshop
- After Effects
- Premiere Pro
- Clip Studio Paint

Language

- English
- Chinese