



HELEN HO

hho.design
hho.uxd@gmail.com
(510)735-5698

EDUCATION

UC Berkeley Extension // Oct 2019 - Apr 2020
Professional Certification, UX/UI Design Bootcamp

University of California, Davis // Sep 2010 - Sep 2014
B.A. Design & B.A. Communication, Minor in Chinese

EXPERIENCE

Marketing UX Designer // Nov 2018 - Present
Grand Rounds - San Francisco, CA

Lead the email marketing re-design efforts for better cross-functional collaboration. Created and managed a visually cohesive iconography and illustration library for internal and external use. Collaborated with the marketing initiatives to re-design the event marketing experience for potential prospects and customers. Cross-collaborated with product design team with onboarding and custom illustrations.

Visual Designer // May 2015 - Oct 2018
Navis + XVELA - Oakland, CA

Worked as sole designer for 400+ employees and their startup company, XVELA. Tightened branding guidelines across the company. Cross-collaborated with different departments for asset creation in print, digital, sales events and more. Explored and pitched new design concepts to key stakeholders. Served as the main designer and art director for Navis World 2017 and 2019, the biennial event for customers.

Production Designer // Jan 2015 - Present
Foundation for Anime and Niche Subcultures - San Jose, CA

Worked with a team of volunteer designers to provide design support for different departments across the organization. Designed flyers, event signage, and digital banners under tight deadlines. Created design templates for the production team.

Marketing & Design Intern // Jan 2013 - Sep 2014
The Culture C.O.-O.P. - Davis, CA

Designed various marketing collateral to help with campaigning promotions in collaboration with other interns.

Graphic Designer // Jul 2013 - Aug 2014
Davis Anime Club - Davis, CA

Served as staff officer for Davis Anime Club. Created marketing and creative assets to promote club presence on school campus and social events throughout the school year.

SKILLS

UX/UI Design

Design Research, Sketching, Wireframing, Storyboarding, User Research, User Personas, User Flows, Usability Testing, High Fidelity Prototyping

Visual Design

Brand Identity, Iconography, Illustration, Brand Identity, Web Design, Layout Design, Typography, Grid Systems, Systems Design, Animation

Toolkit

Illustrator, Photoshop, InDesign, Lightroom, After Effects, Sketch, Figma, InVision, Miro, Keynote, ProCreate, HTML/CSS, Bootstrap, jQuery