

# Kai Ho

## EDUCATION

Hook'em

**University of Texas at Austin**  
Bachelor of Science in Advertising



## SKILLS & TOOLS

### UX/UI

Design Thinking  
Design Sprint  
Persona  
Wireframe  
Journey Maps  
Design System  
Research Synthesis  
Rapid Prototyping  
Data Visualization  
Figma  
Miro  
Adobe Creative Suite  
Axure RP  
Sketch App  
ReactJS - JSX  
HTML/CSS/JS

Present

## EXPERIENCE

### IBM

Senior Product Designer



- Apply enterprise design thinking so stakeholders can focus on user outcomes
- Help clients understand their as-is journey and identify automation opportunities to make their to-be journey more efficient
- Help customers connect business outcome with metrics via data visualization
- Create and maintain dynamic personas via continuous user research
- Actively promote and facilitate design workshops such as journey mapping, how-might-we's, crazy 8's, etc.
- Participate in heuristic reviews and design feedback loops across different disciplines

### Kloudio

UX Consultant



- Created a design system to help modernize Kloudio's web app
- Performed qualitative research to validate design concepts
- Facilitated design workshops such as crazy 8's and how-might-we's with stakeholders to maximize creativity and get team alignment on solutions
- Helped set the foundation of Kloudio's next gen product and used research to help define the MVP scope
- Led an effort to create a design partner group with existing customers and prospects

### Other

Agile/Scrum  
Demo Presentation  
Cantonese  
Ping Pong

04/2021

04/2021

### Cision

Sr. Product Designer / Interim UX Manager



- Managed design team's workload and day-to-day
- Managed Cision's product design system
- Managed and ran constructive design critiques
- Facilitated cross-functional workshops, conversations, research, etc.
- Encouraged team members to validate ideas with customers
- Ran design sprints to identify opportunities, user personas and goals
- Prototyped iteratively with end user feedback loops
- Walked stakeholders through concepts and defend ideas with research






## Certificates

**British Computing Society**  
UX Foundation

**University of Illinois at Urbana Champaign**

Data Visualization Certificate

09/2019

09/2019	<b>deverus</b> UX Manager	
05/2018	<ul style="list-style-type: none"> <li>Facilitated design sprints</li> <li>Led and mentored designers</li> <li>Measured satisfaction, engagement, adoption, retention &amp; completion</li> <li>Created and maintained a UI library</li> <li>Worked closely with customers to validate feature requests</li> <li>Led continuous usability testing with customers</li> <li>Helped make design tradeoffs, with qualitative and quantitative data</li> </ul>	
05/2018	<b>RF Code</b> Sr. UX Designer	
08/2017	<ul style="list-style-type: none"> <li>Championed for a well defined UX process based on design thinking</li> <li>Helped stakeholders align with product directions &amp; business objectives</li> <li>Created and maintained a professional UI style guide</li> <li>Conducted user research to make data driven decisions</li> <li>Helped define product strategies</li> <li>Presented and defended design decisions with user testing findings</li> <li>Worked with engineers to deliver desirable dashboards</li> </ul>	
08/2017	<b>deverus</b> UX Designer	
04/2016	<ul style="list-style-type: none"> <li>Introduced mobile-first design approach for all B2C products</li> <li>Participated in scrum and worked with engineers collaboratively</li> <li>Traveled to customers and observed their workflows</li> <li>Documented observations and created personas</li> <li>Created prototypes and demoed them in tradeshow and conferences</li> <li>Helped with some front-end coding when necessary</li> </ul>	
04/2016	<b>Hive9</b> UI Designer	
05/2014	<ul style="list-style-type: none"> <li>Worked with customer success to iterate through feature requests</li> <li>Built prototypes for early testing and experimentation</li> <li>Created a product style guide to help maintain visual consistency</li> <li>Visualized marketing data for CMOs and VPs</li> <li>Created and maintained web design standards for the organization</li> <li>Translated product requirements into actionable designs</li> </ul>	
05/2014	<b>SaleAMP</b>	
09/2007	Web Designer to Sr. Web Designer	