Josie Ho   Portfolio | LinkedIn | Email | + 886 939968645

Product Designer with 5+ years of experience in crypto, recruitment, and audio industries. I specialize in translating user insights into strategic design solutions that balance usability, scalability, and business goals. Passionate about modular systems, behavioral UX, and cross-functional collaboration. Also active as a UX mentorship TA supporting emerging designers through feedback and learning.

EXPERIENCE

UIUX Designer
1111 JobB Bank (Global Chinese International Co., LTD.)   Jul. 2024 -Feb. 2025

- Led the UI/UX redesign of a recruitment app, improving user experience for both job seekers and employers.
- Built the design system from scratch to ensure consistency and scalability across the platform.
- Created high-fidelity prototypes to facilitate collaboration between designers, product managers, and developers.
- Conducted competitor analysis to identify pain points and optimize the app's usability.

Freelancer
                                                                                Mar. 2024 -Jul. 2024

- Led the end-to-end redesign of a decentralized crypto investment platform, enhancing usability for both Web3 beginners and experienced investors.
- Conducted heuristic evaluation to identify UX pain points across login, dashboard, vaults, and filtering systems; proposed modular, user-friendly solutions.
- Designed a unified, visually clear filtering system to streamline strategy discovery and boost user trust—combining multi-condition filters, histogram sliders, and onboarding tailored to diverse crypto users.

Product Designer
Deepwave Inc.   Jan. 2022 - Mar. 2024

- Revamped the user interface and experience for the Noise Eraser APP, iterating approach based on user feedback.
- Performed usability testing, user interviews, and competitive analysis to gather insights and identify areas for improvement.
- Established a comprehensive design system, ensuring consistency across multiple platforms and products.
- Designed 7 digital products, including 5 websites and 2 applications (B2B and B2C), from ideation to launch.
- Collaborated with developers to implement designs, resulting in a 22% revenue boost, 5% increase in downloads, 5% rise in analysis count, 17% growth in membership, and 91% surge in active users.
- The Noise Eraser APP achieved a 4.9-star rating on the Apple Store and a 4.7-star rating on Google Play.

UIUX Designer
ULSee Inc.   Nov. 2019 - Nov.2021

- Designed the AI Infrared App (B2B) for body temperature detection and facial recognition, B2C product 3D Tours APP for presenting spaces to end-users and using Figma for wireframe, user flows, and mockups.
- Designed the B2C product 3D Tours APP for presenting spaces to end-users, handling wireframes, user flows, prototypes, and mockups and collaborating with a British team.
- Designed the ULSEE360 official website, defining the visual style.

Freelancer
Freelancer   Jan. 2019 - Oct. 2019

- Designed user flows and UI for a leasing app, ensuring a seamless user experience.
- Redesigned a company's official website, adhering to branding guidelines and best practices.
- Created marketing graphics and materials for various clients.

Venture for Youth
Project consultant   Mar. 2015 - Apr. 2017

- Diagnosed critical issues and proposed innovative solutions across various B2B and B2C projects, including digital marketing strategies and operational enhancements.
- Conducted comprehensive research on the product, competitors, and user behavior through user interviews and questionnaires for digital marketing solutions for a restaurant.
- Developed digital marketing and product concepts, increasing restaurant customer by 20%.
- Conducted market research and analysis to identify operational improvement opportunities for a hotel client's solutions.
- Designed user-centric solutions utilizing user stories, personas, and journey mapping for the hotel's operational solutions.

Taiwan Naturals & Organics
UI & Visual Designer   Sep. 2014 - Feb. 2015

- Designed the company's official website, ensuring adherence to branding guidelines and best practices for web design.
- Created visually appealing graphics and marketing materials for various campaigns.

EDUCATION

Queen Mary University of London
MSc in Marketing, Merit
2017 - 2018

Fu Jen University
BS in Applied Arts
Major in Metal Craft & Product Design│Minor in Visual Design
2010 - 2014

LANGUAGE

IELTS   ——   6.5
Mandarin   ——   Native

SOCIAL IMPACT

UX Mentorship Program — TA & Event Host

- Hosted a pre-event activity and facilitated peer interaction during lecture
- Encouraged group engagement and helped junior designers build confidence through collaboration

Apr. 2023 - Oct.2023