

# NAISHA S. P. HO

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## EXPERIENCE

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### Freelance UI/UX Designer

Various Clients • Jan. 2023 – Current

- Designed an animated hero image for a New York design agency using After Effects and Krita, incorporating motion design principles to guide user attention and strengthen marketing through brand storytelling.
- Led the end-to-end design process to deliver a WCAG-compliant, responsive Squarespace site for a healthcare client, defining information architecture and content strategy to support client acquisition and recruitment goals.

### Imagine Cities (Remote)

Design Lead, Volunteer • Jan. 2025 – Aug. 2025

- Drove continuous improvement by identifying and resolving usability and accessibility bugs of redesigned website via GitHub Issues, resulting in a 31-52% increase in user engagement and a 17.2% reduction in bounce rate.
- Collaborated with multidisciplinary teams (the President and developers) to prototype sign-in and profile creation flows in Figma, iterating based on their feedback and shaping the roadmap for future product features.

UI/UX Designer, Volunteer • Jan. 2024 – Jan. 2025

- Revamped brand guidelines, redesigned the website and marketing materials, and created a scalable design system to transform an outdated brand presence. This delivered a functional, cohesive platform experience across web and mobile, empowering leadership to pursue community engagement and partnerships.

### Pacston Technologies (Remote)

Academic Document Reviewer • Oct. 2024 – Apr. 2025

- Managed quality control and compliance for 4 complex immigration documents daily, ensuring adherence to external legal requirements and providing structured feedback for timely, compliant submissions.

Academic Document Writer • Jan. 2024 – Oct. 2024

- Authored 3 STEM-based immigration documents daily, successfully translating complex data and domain knowledge into accessible narratives for non-expert stakeholders. Maintained a high-quality writer score (4.6/5).

### Tickle Scientific (Mississauga, ON)

PCR Lab Technician, Part-Time • Oct. 2021 – Dec. 2022

- Executed 100+ qPCR COVID detection assays daily for film industry clients, accurately reporting results to uphold workplace safety and keep film productions on schedule.

### Virox Technologies Inc. (Oakville, ON)

QA Lab Technician • Jul. 2019 – Oct. 2021

- Performed hourly inspections and lab analyses of disinfectant products for company-wide ISO/QMS compliance.
- Contributed to cost-saving and R&D initiatives by validating suppliers, testing new formulations, and verifying expiry.

## EDUCATION

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College Diploma, Interactive Media Design • Seneca Polytechnic • 2023

H.B.Sc., Biochemistry • University of Guelph • 2019

## CERTIFICATIONS & SKILLS

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**Certifications:** Machine Learning by Stanford University & DeepLearning.AI (Coursera, 2023) • Certificate in Business (University of Guelph, 2020) • ISO13485:2016 – Medical Devices Quality Management Systems (BSI, 2020)

**Design Tools & Platforms:** Figma, FigJam • Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, XD) • Krita • Canva • Trello • Miro

**UX & Web Development:** Hotjar • Google Analytics • HTML5 • CSS3 • Webflow • Figma Make • Squarespace • GitHub