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Elizabeth Lynn Ho

UX/UI Designer

Education

M.F.A Design & Technology

Parsons School of Design

New York, NY | August 2017 - May 2019

B.A Psychology

University of Washington

Seattle, WA | September 2008 - August 2012

Business, Language, and Culture

East China Normal University

CIEE Exchange Program

Shanghai, China | January - June 2010

Skills

Design

Visual Design

Information Architecture

Experience Design

UI Design

Motiongraphics

Prototyping

Branding

Tools

Sketch & Principle

Marvel

Figma

InVision

Adobe XD

Photoshop

Illustrator

After Effects

Premier Pro

Research

Field Observation

Interviews & Surveys

Usability & Iterative

Testing

Competitive Analysis

Programming

HTML & CSS

Java in Processing

C++ in Arduino

Languages

Native proficiency in English & Chinese (Speaking, reading, and writing)

Tangible

Hand-lettering

Calligraphy

Certificates

AFPA Holistic Nutritionist Certification

January 2020 - Dec 2021 (expected)



Experiences

Freelance Designer

Various Employers | July 2019 - Present

- Worked on design projects, including branding and identity, and user-interface designs (website+APP). Clients include Cloud Dragon Limited and [Sweetspot APP](#) (NYC 2 LONDON LTD), [Windmill風車生活](#) etc.

Design Intern, TrueChoice Solutions, Inc

New York, NY | July 2018 - October 2018

- Facilitated in producing unique interface designs, including wireframes, lo-fi to hi-fi prototyping, and usability testing to improve the overall user experience for clients
- Brainstormed and presented new logos concepts for internal company use
- Assisted with iconography to complement and enhance the user interface for the web/mobile client dashboards
- Researched and developed new ideas to improve existing user interface interaction

UX Designer, Parsons x Smithsonian NMNH

New York, NY & Washington D.C. | January 2018 - May 2018

- Brainstormed, pitched, prototyped, and conducted user tests for the Smithsonian National Museum of Natural History by using augmented reality to improve the interactivity between museum go-ers and existing exhibitions for a more immersive and holistic experience

Hackathon UX Designer, Verizon

New York, NY | October 2017

- Crafted and contributed in a new way of navigation and recommendation for users using A.I. technologies
- Responsible for the user experience of the product concept
- Completed the product concept, user interface design, product video in 2 days
- Won the most creative award with a cash prize among 25+ teams

UX/UI Designer, Pokaa Cafe & Bistro

Hsin-zu, Taiwan | July 2016 - January 2017

- Responsible for the website UX/UI design for the restaurant Pokaa Cafe & Bistro
- Contributed in layout, graphic design, photography of the website