

Teresa Ho

Product Designer (UI/UX)

Legally eligible to work in Canada

+1 (825)962-9650

teresaho.ux@gmail.com

<https://www.yingyingho.com>

<https://www.linkedin.com/in/teresa-hoyingying>

EXPERIENCE

Senior Product Designer

10/2021 - 8/2022

OKX

Led UX improvements for global crypto SaaS platform across 19 languages on iOS, Android, and web. Optimised login, security and KYC processes:

- **KPI Achievement:** Reduced customer complaints by 68% by resolving key usability issues in account management. Received recognition for outstanding performance.
- **Data-Driven Growth:** Achieved 40% retention and 25% satisfaction increase through continuous data analysis and design optimization with 14+ member team.
- **Cross-Regional Collaboration:** Orchestrated design solutions with site maps and user flows, aligning product, engineering and business teams across 5 regions.
- **Design Excellence:** Elevated team performance through UX best practices, optimising workflows and providing mentorship to 5+ designers.

Product Designer

7/2020 - 9/2021

HK01

Spearheaded launch of new financial news platform at leading media company, collaborating with 14+ member team to transform design workflows through data-driven improvements:

- **KPI Achievement:** Increased user satisfaction by 25% and retention by 40% through continuous design optimization.
- **Product Strategy:** Conducted UX audits identifying critical pain points, influencing product roadmap to deliver 30+ enhancements within 7 months.
- **Research Innovation:** Co-led 10+ usability tests and ideation workshops, enhancing reading flow, accessibility, content recommendations and stock monitoring.
- **Design System Impact:** Executed Sketch to Figma migration within 4 months; established guidelines improving hand-off processes and system consistency.

UX/UI Designer

11/2013 - 9/2018

MotherApp

Delivered user-centered designs across diverse industries—including enterprise solutions (e.g., internal portals), B2B platforms, education, sports tech, and workspace solutions—as well as scaling startups.

- **Client Success:** Delivered UX solutions for clients including BBC, British Council, Herman Miller and NTT; led design presentations and client relationships achieving 80/100 satisfaction.
- **Award-Winning AI Platform:** Partnered with data scientists to develop an intuitive admin portal for PowerArena; implemented data visualisation boosting operational efficiency across 4 regions.
- **Long-Standing App Success:** Created visual, animation and interactive design for British Council's Playtime app; achieved 4.4+ rating and top 10 in education category.
- **Business Growth Design:** Collaborated with sales and marketing teams to create compelling presentations and campaigns using wireframes, prototypes and animations to boost client acquisitions.

ADDITIONAL EXPERIENCE

Visitor Experience Assistant
Japan House London

12/2023 - 02/2025

- **Service Design Research:** Leveraged research methods to gather qualitative data, translating into 130+ visitor stories that uncovered actionable business opportunities and influenced marketing campaigns.
- **Engagement Skills:** Led 30+ workshops and guided tours, demonstrating strong communication and facilitation skills.

VOLUNTEERING

UX Design Mentorship
ADPList

7/2024 - Present

- Mentored early-stage UX/UI designers, accumulating 500+ minutes of coaching, recognized as a monthly Top 1% mentor.

Organising Committee
Ladies that UX, London Chapter

5/2024 - Present

- Coordinated regular UX events for women-in-tech; managed venue, sponsors, speakers and post-event analysis.

EDUCATION

MSc in Human-Computer Interaction Design
City, University of London

2022 - 2023
Distinction

Advanced Diploma in Fine Art
School of Continuing and Professional Studies, The Chinese University of Hong Kong

2014 - 2017

BA in Creative Media
City University of Hong Kong

2010 - 2012
2:1 Honours

LANGUAGE

English	Fluent	Mandarin	Fluent
Cantonese	Native	Japanese	Intermediate (JLPT - N2)

SKILL

UX/UI Design	User Journey Mapping, User Research, UX Backlog Prioritisation, Wireframing, Prototyping, Mockups, Design Systems, Material Design, iOS Human Interface Guidelines, Accessibility (WCAG), Data Visualization, Product Roadmapping
Tools & Software	Figma, Adobe Suite (Photoshop, Illustrator, After Effects), HTML/CSS, Webflow, WordPress, Jira
Methodologies	Agile, B2B, SaaS, Startup Environments, Mentoring