Amanda Ho

Seeking design solutions on behalf of users.

Experience

Senior User Experience Designer at Critical Mass.

Jan 2016 - Present

Work closely with clients to strategize design solutions including: updating user acquisition flows, digital experience ecosystem mapping, optimizing and creating booking flows, and dashboard experiences.

Clients include Apple, AT&T, BlueShield California, Citi Bank, EmblemHealth, First Command Financial Planning, LodgeLink, Marriott, Prudential PLC, and University of Phoenix.

User Experience Designer at Sajak & Farki.

Oct 2015 - Jan 2016

Updated and optimized product pages. Designed a multiple user type account creation flow and respective user dashboards.

Clients include Anheuser-Busch, Mind Fuel, and the Canadian Down Syndrome Society.

Senior Designer at Strut Creative.

Sept 2013 - Apr 2015

Devised creative and integrated design solutions for traditional media, web, mobile, apps, and corporate brand guidelines. Conceptualized storyboards, diagrams, and wireframes to create engaging graphics with visual hierarchies.

Clients include Shell Canada, Canadian Association of Petroleum Producers, RallyEngine, and Bowen Group.

Education

Nielson Norman Group UX Certification

2015, Nielson Norman Group Credential ID 1010599

BCS, Communications

2011, University of Calgary

New Media Production & Design

2007, Southern Alberta Institute of Technology (SAIT)

Contact

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Skills

Wireframing
Prototyping
Sketching & Storyboarding
Scenario Development
Information Architecture
Usability Testing
Client Management
Ecosystem mapping
Visual Design
Illustration

Tools

Sketch
Principle
Adobe Suite
Figma
Axure
InVision
Pen & Paper