

Teresa Ho
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<https://www.yingying.com>

Summary

I'm an experienced UX designer with a background in multimedia and fine art, bringing valuable visual design skills. I prioritise designing with empathy and focusing on the human aspect of technology. My ambition is to create designs that are not just usable but also focus on crafting emotionally pleasurable experiences.

Work Experience

OKX

Hong Kong

UX Designer

10/2021 - 8/2022

Led UX improvements at a top-tier global cryptocurrency exchange, focusing on login, registration, and KYC processes across iOS, Android, and web platforms in 19 languages. Collaborated with cross-functional teams, significantly improving user journeys and product usability.

Ongoing UX audits ensure continuous product improvement, while effective communication is facilitated through the definition of scenario-based user flows and the establishment of acceptance criteria. These endeavours empowered the team to make informed decisions and streamline the development process.

Significantly enhanced usability by resolving fundamental issues associated with user account management, reducing customer complaint rates by 68% within seven months. Recognized with a substantial salary increase for outstanding contributions.

Developed a dynamic design culture in a rapidly growing UX team. Established design workflows, shared best practices, and mentored new designers with Figma training. Contributed to UX role hiring and maintained onboarding materials accessible to other teams.

HK01

Hong Kong

UX Designer

7/2020 - 9/2021

Contributed to the rapid development and successful initial launch of novel financial news platform at a leading Hong Kong media company within 3 months.

Designed advanced interactions to enhance reading experiences, content exploration, real-time stock updates, and stock price monitoring.

Collaborated with fellow UX designers on research and usability testing, yielding insights that directly enhanced products and improved user experience.

MotherApp

Hong Kong

UX Designer

11/2013 - 9/2018

Transitioned from a digital storyteller to a UX role at an award-winning consultancy, gaining exposure to diverse business verticals such as digital publishing, education, B2B markets, outdoors wear, and furniture manufacturing.

Contributed to the delivery of digital solutions for clients, including Herman Miller, British Council, BBC, Timberland, and NTT. Played an instrumental role in the early development and visual design of the British Council's long-selling paid iPad app - Playtime English learning application.

Universal Star Education

Hong Kong

Multimedia Designer

10/2012 - 4/2013

Created graphic designs for a range of promotional materials, encompassing print ads, websites, brand graphics, company brochures, and promotional materials. These experiences formed the cornerstone of my subsequent work in UX visual design.

Education

MSc in Human-Computer Interaction Design

City, University of London

Completed 10/2023

Dissertation Project: Exploring the Influence of Interactive Visualization on Engagement and Understanding of Post-Impressionist Art

Advanced Diploma in Fine Art

School of Continuing and Professional Studies, The Chinese University of Hong Kong

2014 - 2017

BA in Creative Media

Second Class Honors (2:1), Major in Animation

City University of Hong Kong

2010 - 2012

Skill

Material Design and iOS Human Interface Guidelines, HTML & CSS, Accessibility (WCAG), Data Visualization, Strategic Design Planning, UX backlog Prioritisation, UAT Release Checking and Issue Reporting in Jira and Mentoring in UX team members

Language

English: Fluent

Cantonese: Native

Mandarin: Fluent

Japanese: Intermediate (JLPT - N2)

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