

SI HAN HO (ANGELA)

USER EXPERIENCE DESIGNER

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PROFILE

- Over 12 years of experience in digital media with 4 years applying UX practices across web, tablet & mobile platforms
- Passionate about user experience, highly motivated, enthusiastic, an eye for detail, friendly and confident
- Responsible for researching, conceptualising, identifying and incorporating business / users' needs across digital projects for corporate clients
- Proficient in regular handling of multiple projects with demanding time scales
- Experience with building HTML websites and emails campaigns
- Bilingual in English and Mandarin (written & spoken)

CAREER ACHIEVEMENTS

- Key role in both the UX and UI areas of RiskBooks.com's redesign (June 2011), which doubled online sales
- Incisive Media Award Winner for: Online Person of the Year 2009
- Incisive Media Award Shortlist for: Online Person of the Year 2012; Website of the Year 2009; TheHub; Production Person of the Year 2009; Support Person of the Year 2009; Designer of the Year 2008
- Revitalising Incisive Media's local intranet which resulted in greater interaction between employees, and being highly commended as Business Benefit Project of the Year 2009

WORK EXPERIENCE

Nov 2013 – Present

USER EXPERIENCE DESIGNER

AS&K Mercury Healthcare Communications (UK)

- Working closely with key stakeholders to integrate UX processes into design / development solutions across website, tablet and mobile within the pharmaceutical industry
- Experience with working in an agile development environment with designers, project managers and developers to create new digital products and services
- Responsible for reviewing and analysing user / business requirements as well as developing UX deliverables such as personas, user flows, IA, wireframes and clickable prototypes

Key projects to date include

- UX review, support & lead: eLearning websites redesign, eWebinar website overhaul, Magic Movie Maker iPad app for children with haemophilia

Jan 2012 – Nov 2013

USER EXPERIENCE / USER INTERFACE DESIGNER

Incisive Media (UK)

- Worked closely with key stakeholders, editorial & marketing teams, and project & technical managers to achieve business goals, whilst providing an exceptional online / digital experience across their brands
- Facilitated UX workshops (which incorporate paper prototyping, sketching, storyboarding, etc.) within the organisation to gather business requirements & feedback
- Actively involved with usability testing & research initiatives, prototyping concepts using paper / interactive mock-up for desktop / mobile sites and tablet editions
- Reviewed and solved UX / design / usability problems through user journeys, analytics, competitor research, heuristic evaluation, etc. across tablet, mobile & desktop sites
- Responsible for presenting deliverables to key stakeholders, creating personas, user flows, wireframes, IA, UI designs for B2B web, tablet & mobile sites

Skills

UX & UI design
Interaction design
Information architecture
User research / Usability testing
Personas
Sitemaps
Card sorting
User flows
Sketches
Wireframing
Prototyping
HTML / XHTML
CSS

Tools

Balsamiq
Visio
InVision
Photoshop
Illustrator
InDesign
Dreamweaver
Camtasia Studio
Adestra

- Dec 2010 – Dec 2011 **USER INTERFACE DESIGNER**
Incisive Media (UK)
- Worked closely with project & technical managers, developers and the online marketing department to grow online revenues through testing and user engagement
 - Actively involved with helping to improve and drive online revenue growth for subscriptions, one-off sales, ecommerce, lead generation, etc.
 - Conducted UX workshops (which incorporate personas creation, user journeys, card sorting, etc.) within the organisation to gather business requirements & feedback
 - Responsible for creating user flows, personas, wireframes, IA, UI designs to build more effective and usable forms, landing pages, B2B and ecommerce web & mobile sites
- Apr 2007 – Nov 2010 **WEB PRODUCER**
Incisive Media (UK)
- Worked with clients and their individual brands to help maintain, develop and evolve their web presence, factoring in UX considerations for both business and users
 - Key involvement with revamping the company's intranet website & newsletter template; including the creation of its logo & graphics for marketing campaigns
 - Responsible for leading the standardisation of web email campaigns across the company as well as creating web email campaigns across the insurance & risk management brands / markets
- Mar 2006 – Mar 2007 **ASSISTANT WEB PRODUCER**
Incisive Media (UK)
- Assisted in the development and creation of websites, forms, banner ads, newsletters and other online activities for editorial, marketing & events departments within the organisation
 - Actively involved in timely updates of content, creating new pages via the CMS
- Dec 2004 - Apr 2005 **GRAPHIC & WEB DESIGNER**
Startech Loyalty Pte Ltd (Singapore)
- Responsible for designing brochures, gift cards, loyalty cards, mailers, posters and name card design
 - Actively involved in conceptualising, design and execution of web projects and email campaigns with a team of managers, programmers and copywriters
- Aug 2002 - May 2004 **WEB DESIGNER**
Bob Associates Design Consultants (Singapore)
- Responsible for conceptualising, design and execution of web projects and email campaigns with a team of art directors, designers, programmers and copywriters
 - Contributed in designing posters, brochures, postcards, stationery, design and colouring of illustrations
- Jun 2001 - Jul 2002 **WEB DESIGNER**
Cyberbiz Pte Ltd (Singapore)
- Conceptualised, designed and executed web projects in English and Mandarin together with a team of designers and programmers
- Feb 2001 - Apr 2001 **DESIGNER (IN MULTIMEDIA DEPARTMENT)**
Times Publishing Singapore
- Produced and handled sound effects, animations and illustrations for CD-ROM

EDUCATION/QUALIFICATIONS

- Jun 2012 – Jul 2012 **Stanford University (through Coursera Inc.)**
 Human-Computer Interaction Certificate (Online course)
- 1998 - 2001 **Nanyang Polytechnic Singapore**
 Diploma in Digital Media Design, Specialisation in Multimedia

ADDITIONAL INFORMATION

- Volunteering and assisting with monthly events held by IxDA London and Ladies that UX London
- UKupa UX mentoring scheme in 2011 (mentee)