SI HAN HO (ANGELA)
USER EXPERIENCE DESIGNER

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PROFILE

- Over 15 years of experience in digital media with 6 years applying UX practices across mobile, tablet & web 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)
- Active member of the UX community as well as event co-organiser

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

Skills

UX & UI design
Interaction design
Information architecture
User research / Usability testing
Personas
Sitemaps
Storyboarding
Card sorting
User journeys / flows
Sketching
Wireframing
Competitor analysis
HTML / XHTML
CSS

Tools

Axure
Balsamiq
Visio
InVision
Photoshop
Illustrator
InDesign

WORK EXPERIENCE

Nov 2015 – Present

USER EXPERIENCE DESIGNER
TalkTalk (UK)
- Collaborating with product managers, analysts, researchers, designers, solution architectures and developers to lead and drive execution of ideas across all platforms (mobile, tablet and web)
- Responsible for creating easy to understand, simple yet compelling and intuitive digital products and services within an agile development environment
- Actively involved in all the stages of design process from research to concept and prototyping to development

Nov 2013 – Nov 2015

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

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

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