

Samuel Ho

Experience Designer

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Qualifications

Experienced multidisciplinary designer with over 3 years of expertise in user-centric digital product development, and more than a decade of proficiency in crafting impactful branding designs and graphic elements. Proficient in Illustrator, Photoshop, InDesign, XD, Figma, Miro, Invision, and Webflow.

Work Experience

Samicolon, Toronto ON – Freelance UX Designer

Sept 2021 - Present

- Spearheaded the design, testing, and iteration of a custom CRM cloud-based system, enhancing organization and facilitating access to critical client information.
- Constructed and conducted comprehensive user interviews and testing sessions to collect feedback, iteratively improving prototypes for optimal user experience.
- Strategically optimized website navigation and call-to-actions, resulting in heightened user engagement and increased conversions.
- Developed user flows, wireframes, and high-fidelity prototypes utilizing Figma, ensuring a user-centric approach throughout the design process.
- Established and meticulously maintained design systems to uphold consistency across multiple projects, enhancing brand identity and user experience coherence.
- Fostered seamless collaboration with full-stack developers, facilitating effective design hand-offs and ensuring alignment between design vision and technical implementation.

Samicolon, Toronto ON – Freelance Designer

June 2012 - Present

- Led branding initiatives for 20+ brands, including Besanz, So Famous Toronto, Elkintales, etc.
- Presented design concepts to stakeholders, incorporating feedback for refinement.
- Created diverse design assets such as social media content, posters, signage, and stationery.

IAC, Toronto ON - Systems Workflow Manager

November 2017 - Present

- Collaborated with developers to design an automation workflow aimed at alleviating bottlenecks within the company.
- Continuously refined the workflow in conjunction with developers based on user feedback gathered internally, addressing key pain points and enhancing overall efficiency.

2U, Toronto ON - UX/UI Bootcamp Teaching Assistant

May 2022 – November 2022

- Facilitated tutorials on Figma, XD, Miro, and Invision, guiding students through the design process.
- Provided constructive feedback to students to enhance their project outcomes and design skills.
- Collaborated with instructors to refine lesson plans and ensure a comprehensive curriculum.

Education

BFA Integrative Arts, York University, Toronto

January 2023 - Present

UX/UI Bootcamp, University of Toronto, Toronto

March 2021 - September 2021

Graphic Design, Seneca @ York, Toronto

May 2008 - June 2012

Skills

Graphic Design, Illustration, Branding Design, User Research, Prototyping, UI Design, HTML, CSS, JS