Ann Ho

PRODUCT DESIGNER

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PRODUCT DESIGN EXPERIENCE

Product Designer | NerdWallet

SAN FRANCISCO, CA / REMOTE | OCTOBER 2022 - JULY 2024

Spearheaded the design of a user onboarding experience and tax center for a new tax product, resulting in 3,000 filings and generating $84K in revenue during the 2024 tax season. Optimized a side-by-side feature comparison, driving a 13.42% increase in mCPV for Investing Roundups, resulting in an estimated $3.8M annual revenue boost. Led design efforts for Banking, Investing, and Taxes team within Wealth vertical, focusing on user experience and strategic product enhancements. Collaborated closely with engineering, QA, legal, brand, market research, UX content strategy, and performance marketing.

UX/UI Designer | MyHealthily

ENGLEWOOD, NEW JERSEY / REMOTE | FEBRUARY 2021 - OCTOBER 2022

Launched designs for the company's agency and producer portal, driving engagement with new target users and resulting in the enrollment of 31 agent and broker groups, including 400 individual members. Conducted user interviews and usability testing with health insurance producers and account managers. Built and maintained design system to increase efficiency of processes. Created wireframes, interactive prototypes, sitemaps, and user flows. Worked closely with product management, service design, development, and QA.

Freelance UX/UI Designer | Remadely

SANTA MONICA, CALIFORNIA / REMOTE | JANUARY - OCTOBER 2021

Collaborated with a client to design a mobile app end-to-end that is centered around behavioral health change. Focused on providing design solutions that addressed user needs and business goals through user research, strategy, information architecture, interaction design, UI design, and prototyping. Led a brainstorming session to generate ideas about approaching user needs.

Product Design Intern | Koalesce Designs

MOUNTAIN VIEW, CALIFORNIA / REMOTE | AUGUST 2020 - FEBRUARY 2021

Designed responsive wireframes and interactive prototypes for Koalesce Designs and its products. Created personas, sitemaps, and user flows to ensure seamless, user-centric experiences. Conducted usability testing to identify product pain points.

EDUCATION

Designlab UX Academy

APRIL 2020

UX Design Certificate

University of California, Santa Barbara

JUNE 2015

BA in Psychology

SKILLS

Design Thinking

User Research

Personas

Competitive Analysis

Market Research

Sitemaps

User Flows

Concept Sketching

Wireframing

Prototyping

Interaction Design

Responsive Design

Usability Testing

A/B Testing

TOOLS

Figma, Sketch, Marvel, Zeplin, Illustrator, Photoshop, Jira, Linear, Trello, Clubhouse, User Interviews, Lyssna

References available upon request