

Alexander Ho



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alexander-lm-ho



Sydney

About

Hi there! I'm Alex, I am a biomedical engineer turned UX designer so that means I love a complex challenge. My strength is in systems, this includes maintainable design systems, easy-to-use research templates and clean & logical designs. In terms of experience, I have worked in a wide range of industries including healthcare, education, e-commerce, finance and logistics. Additionally, I am adept in navigating front-end code (CSS, HTML) and confident in both research and design.

Notable Skills

UX	Design systems Design leadership	UX research, testing & analysis Fast hi-fi prototyping	Workshop facilitation
Tools	Figma, Miro, Jira, Adobe Suite, Browser DevTools, WordPress, Slack, Notion, Loom, Zapier, MS Office		

Work Experience

- UX Designer – SaaS Healthcare Practice Management Software** 2022 - Now
(1.5 years)
Helix, Telstra Health, Sydney, Australia
- Acts as the go-to Figma expert, hosted regular Figma & Learn sessions and led a complete rebuild of the Figma Design system including the use of design tokens, accessibility uplift and iconography.
 - Managed the design team for 2 months, where I navigated through process changes, HR challenges and 3 major events, and broke down silos between teams.
 - Delivered UX design process, design pattern standards, research findings, information architecture, user flows and customer friendly interactive prototypes for Helix.
- UX Designer – SaaS Education Tracking and Teaching Mental Health Wellbeing** 2021 - 2022
(1 year)
Life Skills GO, Sydney, Australia
- Lead all UX initiatives, including IA, onboarding and dashboard overhauls and competitor deep dives.
 - Delivered product research artifacts and design solutions whilst building a design system.
 - Managing, implementing, and optimising a new WordPress website nationacheckinweek.com.
- UX Designer – SaaS Construction Project Management Tool** 2021
(3 months)
Mastt, Sydney, Australia
- Responsible for designing new features and resolving existing painpoints by working closely with the Managing Director, software engineers, product manager and over 20 remote developers.
 - Start up an atomic design system in Figma including documentation and WCAG accessibility guidelines.
 - Delivered mock-ups, wireframes, interactive prototypes, video demos, task flows and site maps.
- UX Designer & Consultant – E-Commerce and Directory** 2020 - 2022
(2 years)
Lumela.co, Sydney, Australia
- Iterated and built upon a Figma prototype with SEO keyword research & information architecture, usability testing and design best practices.
 - Managing client expectations and working closely to balance usability, branding and business needs.
 - From wireframes, I delivered a hi-fidelity clickable desktop and mobile prototype.
- UX Designer – SEO Publisher Consultancy** 2020 - 2021
(3 months)
State of Digital Publishing, Sydney, Australia
- Redesigned website, SEO spreadsheets and delivered UX research in the space of mental health, wellness and personal growth.
 - Delivered and presented findings with affinity maps, personas and journey maps.
- Design Consultant** 2020 - 2024
(4 years)
Asia Asset Management, Hong Kong (remote)
- Provided solutions to improve reader engagement for both print and online publication including banner ads, call to action, related posts and on page design.
 - Redesigned the monthly publication and advertising media kit as well as consultation on typography, layouts, ads, photography and front cover design.
 - Produced and ran a Zoom Webinar for an Annual Awards Night.

UX Designer – Mortgage Broker Get a Better Rate, Sydney, Australia	2020 (2 weeks)
<ul style="list-style-type: none"> ○ Co-lead the team and contributed research, testing and the dashboard for home loan progress tracking. ○ In a team of 4, we delivered a hi-fi prototype PWA and redesigned the website along with a style guide to attract more customers and better manage existing customers. 	
UX Designer – Mental Health Research Blackdog Institute, Sydney, Australia	2020 (2 weeks)
<ul style="list-style-type: none"> ○ Primary contact with the client and contributed research, testing and journaling section of the app. ○ Working with service designers, we delivered a hi-fi prototype app and key design principles to give value to research participants and keep engagement for high quality data. 	
UX Designer – SaaS Wholesale E-Commerce SAAVI Mobile Ordering, Sydney, Australia	2020 (2 weeks)
<ul style="list-style-type: none"> ○ Led the team, primary contact with SAAVI and contributed research, testing and the product browsing flow. ○ In a team of 5, we delivered a hi-fi prototype app and a service solution to give greater value for wholesale customers to switch to using an online solution over phone and email and that wholesaler's logistics can be more efficient. 	
Project Engineer, Capital Projects AstraZeneca, Sydney, Australia	2018 - 2019 (1 year)
<ul style="list-style-type: none"> ○ Understood and navigated complex systems, regulations and producing crucial documentation. ○ Optimised workflow for materials purchasing, sorting and distribution items (>1 million AUD). 	
Scientific Researcher, School of Material Science and Engineering University of New South Wales (UNSW)	2017 - 2018 (1 year)
<ul style="list-style-type: none"> ○ Led independent project for air purification by initiating hypotheses, collecting data and implementing testing methods. 	
Student Intern, Taste of Research Summer Scholarship University of New South Wales (UNSW)	2016 – 2017 (3 months)
<ul style="list-style-type: none"> ○ Prototyped and presented a medical device that aids sufferers of facial paralysis who have lost the ability to blink, for the Graduate School of Biomedical Engineering. ○ Defined the problem with a real surgeon and iterated on 3D-printed and electrically functional prototypes. 	

Education

Certificate of Human Centred Design (2020)

in UX Design
Academy Xi, Sydney

Bachelor of Engineering (2013 - 2017)

in Materials Engineering
With First Class Honours
University of New South Wales, Sydney
WAM: 84.47

Master of Biomedical Engineering (2013 - 2017)

With Excellence
University of New South Wales, Sydney
WAM: 84.47

Awards

<i>Faculty of Engineering Taste of Research Summer Scholarship</i>	2017
<i>The ANSTO Prize, awarded for being first in Design and Application of Materials</i>	2016

Extra-Curricular Activities

Lead Writer, Cast Member and Illustrator

University of Sydney International Revue

2018 - 2019

- Collaborated with the leadership team to found an original, student-run annual comedy show at Seymour Centre, featuring acting, song, dance and audio-visuals.
- Helped manage a team of 25 cast members, production team and house band.
- Ran skit writing and acting workshops.
- Produced key design assets, including official logos, posters and banners.

Referees available upon request