EUGENIA HO

510.709.7690 • eugenia.v.ho@gmail.com • eugeniaho.net

education

University of California, Berkeley • CLASS OF 2013

Majored in Art History and Studio Art

experience

Product Designer II at **Clover Health** • JAN 2018 - PRESENT

- Led design for Clover Health's consumer products (for member engagement).
- Designed and launched My Clover, Clover Health's first consumer application. Facilitated design thinking workshops for initial discovery, created wireframes and prototypes. Led 4 separate research sessions to validate application.
- Led and launched a medications management feature for Clover Health members, deployed to My Clover.
- Led and managed the design and implementation of the Clover Health design system. Updated visual language system to be closer to the Clover brand and wrote guidelines on all components to help the design team (of 10) stay consistent.

Product Designer at **Sift Science (Sift)** • AUG 2014 - DEC 2017

- Sole product designer at Sift Science from 2015 to 2017.
- Led and managed designs for the Console — only customer-facing interface used to conduct fraud reviews and manage fraud automations.
- Designed an automations interface and framework from scratch, allowed users to customize their machine learning rules and manage automated workflows.
- Designed a framework for showcasing analytics and reporting.
- Created a design system to support the console and defined the visual language system.
- Illustrated office artwork (posters for company values, holiday cards, etc.) and all iconography / graphical elements used in the console.

Product Designer at **Klout (Lithium Technologies)** • JUN 2013 - AUG 2014

- Lead visual and user experience design for all Klout for Business products, including the Perks campaign manager.
- Responsible for the data visualization, Klout Perks and iconography on the consumer application (Klout.com).
- Created wires and high fidelity mock ups for iOS app (Cinch), aimed at connecting users to experts to help answer questions.
- Led and participated in over 20 user testing sessions for discovery research on Cinch.

skills

user research
Usability testing, card sorting, service blue print making, user interviews, customer journey maps

illustration
tablet (iPad + Wacom)
vectors (Illustrator)

apps and tools
Photoshop
Illustrator
Invision
Sketch
HTML / CSS
Pen / paper

awards & patents

System and methods for dynamic digital threat mitigation
US 9954879, issued April 2018

1st place at 2012 California College Media Association
Best Online Promotion for the Daily Californian

2nd place at 2013 AAF Regionals
Glidden at Walmart Campaign

interests

traveling
knitting
sketching
yoga
watching Game of Thrones
listening to Hamilton