

CHRISTINA HO | E-mail: Christina.Ho@gmail.com | Website: www.graphicsboutique.com

STRENGTHS

With over 11 years of senior management experience, I've spearheaded digital transformation initiatives for various organizations. Leveraging my software engineering expertise and UI/UX proficiency, I've guided UX teams in crafting high-quality software applications, as well as seamless user experiences for web and mobile products.

SOFTWARE APPLICATIONS

Photoshop, Illustrator, InDesign, Figma, Sketch, Invision, Procreate, Fireworks, Balsamiq, Camtasia, Motion, BI Tools, AEM, and Salesforce

TECHNICAL QUALIFICATIONS

HTML5, CSS3, jQuery, JavaScript, C, Perl, CGI, DHTML, SPARC, Assembly Language Architecture, SML, ASP, UNIX scripting, and some Swift, .NET, JSP, SQL, C++, VHDL, and XML/XSL.

EDUCATION - Bachelor of Arts in Computer Science at Boston University, May 2000

CERTIFICATION - PRPC Certified System Architect, Jul 2010

SECURITY CLEARANCE - Public Trust, 2009

AWARDS – Credo Champion, 2023 (Citizens); Employee Award Recognition, 2011 (Pegasystems); Work of Excellence for Teamwork, 2003 (The Warren Group)

PATENTS DEVICES, SYSTEMS, AND METHODS TO EMPHASIZE REGIONS OF INTEREST ACROSS MULTIPLE IMAGING MODALITIES: US2019339850; JP2019217263

LANGUAGE - Fluent in Chinese (Cantonese)

WORK EXPERIENCE

Citizens

VP, UX Director (2022 - present)

- Streamlined resource allocation across Omnichannel, BABC, and Enterprise Payments by implementing a strategic framework and leveraging Mural to optimize staffing and ensure a 100% focus on capital work.
- Worked closely with town and neighbourhood leads to navigate evolving organizational structures, ensuring strict adherence to budgets, and strategically allocating team members to critical consumer projects aligned with the bank's top priorities, leading to significant cost savings.
- Provided mentorship and coaching to principal designers, along with both direct and indirect reports, fostering a unified and empowered design team culture. Conducted workshops and discussions to facilitate continuous learning and bolster team cohesion.
- Orchestrated usability testing sessions to underscore the significance of research and user-centric design, while also contributing to the integration of design processes within digital transformation initiatives.
- Actively participated in the WIN mentorship program and engaged in various volunteer endeavors to further support professional development and community involvement.

VP, UX Design Manager (2021 - 2022)

Recruited and hired talent to help scale a T-shaped UX team to support 90% of the bank's digital business during a competitive market and accomplished this within the first 10 months:

- Sixteen offers (60% of the team) made were accepted within 24 hours.
- Achieved a 90% conversion rate from contractors to FTEs and a 100% retention through 2023.

Initiated to change an existing design system process and direction due to low adoption:

- Organized a lean, dedicated design team within the first 6 months.
- The design system is now used by both designers and engineers that spans across 52 different teams.
- Realized cost savings of approximately \$1M / project and increased usage of 75% as early as Q2 of 2022.

Implemented a design process to streamline design efficiencies so that each designer has 100% utilization.

Also created a Sharepoint site to increase our visibility and promote our services.

CVS Health // SENIOR UX MANAGER, PHARMACY UX STRATEGY & DESIGN (11/20 – 04/21)

- Implemented strategy to streamline design experiences for all products across Caremark, Specialty and Retail on the Pharmacy Management train (8 teams) that generated 77% of the revenue through pharmacy categories.
- Hired UX designers and leads to support Enterprise digital trains; managed a team consisting of UX, UI, content, and accessibility designers (11 total) who design experiences that impact 74 million members.
- Streamlined design processes to prioritized revenue generating portfolios; mitigated technical debt and risk amidst the Covid-19 vaccine rollout while managing challenges due to increased prescription volume.

John Hancock // HUMAN-CENTERED DESIGN DIRECTOR (11/18 – 11/20)

- Implemented a design strategy and end-to-end design process to align with the company's 3-year goal towards digital transformation.
- Hired and embedded T-shaped UX designers, researchers, and front-end in digital squads (behavioural health products and D2C product initiatives), with a budget of \$12 million the first year. The team tripled in size by Q3 of 2018 due to increased productivity and production rollouts.
- Improved design efficiencies by centralizing UX core competencies: revamped the core design system, implemented a repository of digital assets and informational hub, enforced ADA compliance, identified and addressed risk - a cost save of \$3 million for the 1st half of 2019.
- Designed and led modularize monthly in-person and virtual design workshops to educate and train digital teams and executive level leadership. Each designer had 100% utilization - supporting 90% of all the digital squads.
- Implemented the Design Community of Practice in the company which has expanded learnings to all divisions (US, Canada, and Asia). Trained design leaders globally to advocate for human-centered design in all aspects of the business.

Healthcare Optics Research Laboratory (Innovation Division), Canon USA // SENIOR SOFTWARE ENGINEER (UX/UI) (07/16 - 11/18)

- Selected by the VP & GM to be the Software Project Manager to manage team members from clinical, software, and hardware teams (mechanical and industrial).
- Lead UX/UI Product Designer to design software applications for medical devices (imaging technology and robotics).
- Designed mock labs to simulate environments for user testing and presented product ideas to the CEO of Canon, investors, and senior management.

- Conducted research and usability sessions with key opinion leaders, advisors, and SMEs during preference, formative, summative testing, and via phone interviews.
- Created brand identity, wrote design standards and guidelines specific to human factors engineering for this Canon division.
- Wrote software requirements, uFMEA documentation, pre-FDA submission documentation, and memo of inventions for software GUI patents (2 filed patents).

LogixHealth // UX PRODUCT MANAGER (03/12 – 07/16)

Recruited by the CEO to help reset product management and stand up a design team.

Worked on a total of 20 digital product initiatives over the course of 4 years:

- Architected, designed, and engineered 3 SaaS products for physicians in the first 3 months while recruiting talent for the design team (UX/UI designers and engineers).
- Designed and architected a mobile app to adopt new codes for reporting diagnoses and procedures to payers mandated by the U.S. Department of Health and Services by Oct. 1, 2015 - app was released 6 months earlier. This app had 2-fold cost savings: helped each client avoid penalties (minimum \$25,000/violation and up to \$1.5 million) and increased work efficiency (average time takes 20 minutes - app reduced it to 15 seconds).
- Introduced research methodologies and leveraged the innovation team to facilitate usability sessions with clients with a focus on data science.

Improved efficiencies:

- Created a design system with an automated process that minimized design to development fidelity - accuracy to QA was 90% and 100% after production.
- Developed an internal CMS solution for streamlining marketing campaigns and push notifications for cross selling products - reduced cost of maintenance and overhead by 80%.

Pegasystems // UI/UX DESIGNER (06/10 – 03/12)

- Designed 20 BPM frameworks in an Agile/Scrum environment, developed rapid frameworks for sales demos, and created branded themes for 8 industry verticals.
- Applied user-centric process to conceptualize and design next-gen UI, producing wireframes and high-fidelity design mockups.
- Enhanced product design of core application, CRM products, and designed for a mobile experience.
- Wrote UX/UI online courses for Pega Academy. This included transcripts, knowledge-based articles, and animated tutorials. Onboarded new hires and facilitated design workshops.
- Received Employee Award Recognition in 2011 for my design work and as a result, I was selected by the CEO's management team to be the lead UX designer to revamp the core framework that's used by all clients (now known as Pega Sales Automation). Completed the redesign in 3 months' time with a selected engineering team of my choice and joined the product management team soon after.

Volpe Center (DOT), Dell Perot Systems Government Services //
GRAPHIC DESIGNER/WEB DEVELOPER

05/09 – 06/10

DM-STAT, Inc. // GRAPHIC DESIGNER

03/05 – 11/08

Palladium (formerly Painted Word) // CONSULTANT

04/04 - 03/05

The Warren Group // WEB DESIGNER/DEVELOPER

09/02 - 04/04

Northern Light Technology // USER INTERFACE SOFTWARE ENGINEER

06/00 - 05/02