

Haley Ho

Product Designer

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Portfolio: hellohaleyho.com

EDUCATION

University of Southern California

B.S. Arts, Technology, and the Business of Innovation, Lovine and Young Academy

Minor in Artificial Intelligence Applications

Honors: USC Academic Achievement Award, Dean's List

Los Angeles, CA

Expected May 2024

GPA: 3.97/4.0

EXPERIENCE

Apple

Cupertino, CA

Product Design Intern, iCloud Human Interface

May 2023-Aug 2023

- Created a seed concept and design directly related to growth and conversion efforts for iCloud and iCloud+
- Designed components, wireframes, and user flows for mobile to enhance trust
- Concept approved for productization by VP of Product, Design, & Marketing for Services
- Concept scope expanded and approved for emerging markets

Ernst & Young

Los Angeles, CA

Design Innovation Consultant (USC Industry Lab)

January 2023-May 2023

- Presented research to the USC President and USC Board of Trustees during their annual retreat in Ojai, CA
- Project selected from student group submissions across USC's thirty academic departments
- Designed products and services that leverage generative AI and impact the future of healthcare

Amazon Web Services (AWS)

Seattle, WA

UX Design Intern, Sales Engagement and Productivity Solutions (SEPS)

May 2022-Aug 2022

- Designed a directory service for AWS Sales Console CRM
- Created and prototyped wireframes that adhered to the AWS Polaris design system
- Conducted product research through engineering, design, product, and end user interviews
- Produced a requirements document (PR/FAQ) for product development handoff

Fisher-Price

Los Angeles, CA

Design Consultant (USC Industry Lab)

Sep 2021-Dec 2021

- Created data visualizations from historical trends and conducted competitive analysis
- Presented solutions to the VP of Global Brand Development

Koop

Los Angeles, CA

Product Design Intern

May 2021-Aug 2021

- Designed a user experience and interface to simplify the process of investing fractionally in NFTs
- Created user flow, wireframes, and high-fidelity designs for landing page and chrome extension
- Designed branding, logo, and created detailed design guidelines

Chameleon

Los Angeles, CA

Co-Founder and Lead Product Designer

March 2021-May 2021

- Won the \$1,000 Judge's Choice award at LavaLab's Spring 2021 Demo Night Competition
- Designed wireframes and high fidelity mockups for core features of the website

LEADERSHIP AND INVOLVEMENT

LavaLab

University of Southern California

Director of Marketing

May 2021-May 2022

- Improved engagement by 4,403% on Instagram through the creation of a new recruitment video and graphics
- Selected as a Product Designer for USC's premier product incubator with a 5% acceptance rate

SKILLS

- Figma, Sketch, Keynote, Illustrator, After Effects, Adobe XD, Premiere Pro, HTML/CSS, Javascript, Python
- Product Design, Interaction Design, Interface Design, User Research, Visual Design, Prototyping