



YU-HSUAN HO | SERVICE DESIGNER

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📍 London

I design better experiences in both digital and physical realms with a systemic lens. I'm keen to transform public services and communities, to enable organisations to deliver new levels of value to their customers, and to support innovators to unlock the potential of levers in the system that create value for society.

Work Experience

Service and Experience Designer

Public Digital Innovation Space | 07.2020 – 09.2020

- Defined the project scope, coordinating designers and engineers to ensure the human-centred approach.
- Service blueprinted along the client journey.
- Facilitated 2 co-creation workshops with clients to translate the expectations into digital artefacts.
- Conducted 20 interviews and 32 usability tests with users and stakeholders to analyse the needs and goals of web redesign.

User Researcher

UXI Design | 12.2018 - 09.2019

- Evaluated the requirements and needs of stakeholders to develop the UI design of the new product.
- Led discussion with CEO, engineers, UI designers, frontline workers to reach a consensus around product vision, tech limitations, and user flow.

Education

Royal College of Art, UK

MA Service Design | 2019 - present

- Ethnography, Systems Thinking, Stakeholder Analysis, Business Planning, Design Strategy, Organisational Design

National Chengchi University, Taiwan

BA Diplomacy | 2015 - 2019

- GPA: 4.07
- International Relations, International Negotiation

Project Experience

Local Councils, GDS

02.2021 - 06. 2021

- Equipping people to shape the learning environment in the public sector with a hybrid of tools and services that supports the learning phases.

Fair By Design

10.2020 - 01. 2021

- Bringing inclusivity to regulatory bodies by introducing a more empathetic perspective to the regulation-making process.

Camden Council

03.2020 - 06. 2020

- Tackling social isolation among the older generation during the COVID-19 by engaging the senior in the digital world.

Design Skills

Design Approach

- User Research • Pestle Analysis • Competitive Analysis
- Stakeholder Mapping • User Journey Mapping
- Service Blueprint • Value Proposition • UI Prototyping
- Usability Testing • Workshop Facilitation

Software

Adobe Suite

- Premiere, After effect, Illustrator, Xd

UI Mockup

- Sketch, Figma, Whimisical

Online Coordination

- Miro, Mural

Award

Trans Action Award

UX Design Contest, 3rd place

- Reducing the burden of parents by developing children's self-management skills, so that parents can spend time accompanying their children and enjoy a less compact schedule.

Language

English

IELTS 7.5

Madarin

Native