



Emily Ho

Senior Product Designer

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ABOUT ME

Senior Product Designer with 9+ years of experience focused on delivering designs that are functionally beautiful and collaborating with engineers to execute processes that improve cross-team communication, accuracy, and efficiency; established brand-new design libraries to ensure consistency; promoted to Lead Product Designer after two years of leading all UX efforts for new company initiatives.

TOOLS & SKILLS

Skills: Research (discovery, interviews, synthesis), testing and validation, high-fidelity screens and prototypes

Tools: Figma, Claude (Design & Code), Cursor, Vercel/v0, Jira/Confluence, Asana

EXPERIENCE

Sr. Product Designer - Resource Tracking & Productivity (Procore)

Aug 2023 to Current

- Lead designer across Procore's Resource Tracking and Production Tracking SKUs (Timesheets, Kiosk, T&M, Production Tracking), owning a connected experience used by both field crews and office teams.
- **Production Tracking:** Set the design vision and strategy for Production Tracking, a net-new web and mobile SKU, and unified how production data is captured across Timesheets, Kiosk, and T&M so field teams get one consistent experience. Partnered with the Budget team to connect field progress to project financials, giving PMs early visibility to adjust schedules, budgets, and orders.
- **Grid Time Entry:** Led the end-to-end design strategy for a high-density grid time-entry solution, recovering 70+ hours of weekly administrative time for field leadership and significantly increasing data accuracy with multi-task tracking support.
- **Kiosk:** Conceptualized and prototyped a Kiosk timekeeping solution during a hackathon that was greenlit as a new product SKU. Optimized solution for enterprise and civil-scale clients with high-volume worker check-ins, reducing "time theft" and improving data accuracy for sites with hundreds of employees.

Lead Product Designer (eSUB)

Apr 2020 to Jul 2023

- **eSUB Cloud 2.0:** Led design and research efforts for the new eSUB Cloud 2.0 web and mobile apps, resulting in a 5% recapture rate of lost leads and a 10% increase in user productivity compared to the legacy application. This initiative replaced the legacy application with up-to-date workflows, a brand new interface, and an improved selection of third-party app integrations.
- **Design Standardization:** Created and maintained a Figma library of components, typography, color palette, and templates to promote overall consistency from design to development which resulted in a decrease in UX/UI bugs by 30%

- **Leadership:** Mentor and led junior designer as a direct report; review and provide feedback on work to ensure quality and consistency of designs; Hold regular 1:1s, conduct annual reviews, and coaching

Sr. UX Designer (KIBO)

Nov 2017 to Mar 2020

- **Self-Service Web Application:** Led design and research efforts for a new B2B web application that aimed to replace backend processes, decrease engineering efforts, and streamline workflows for both internal and external users
 - **Search Configuration:** Reduced weekly support overhead by 10 hours per client by designing a self-service merchandising tool; empowered e-commerce users to independently manage product display priority and search-term configurations without account manager intervention.
 - **Query Optimization:** Accelerated implementation timelines by 70% by designing a self-service search-tuning interface. Enabled clients to independently manage relevancy, inventory logic, and campaign-based sorting, reducing the time-to-live from one week to 1–2 days.
- **Design System and Guidelines:** Established all new components, iconography, typography, layouts, and patterns for the new web application, and published the first design library along with guiding design principles to ensure consistency of product design moving forward.

Interaction Designer (Contract - Intuit TurboTax)

Aug 2017 to Nov 2017

Product Marketing: Produced product landing pages as directed based on updated marketing, visuals, and branding. Presented final designs to stakeholders for final approval, walking through the user's journey and experience with the product. Participated in design QA with engineers to ensure accurate output in the production environment.

UX Designer (Contract - NBC Universal)

Jun 2017 to Aug 2017

- **Executive Mobile Support Application:** Fully redesigned an internal iOS app (for executive use only) within a 1-week window and worked directly with the developer to determine functionalities and turnaround times which guided design decisions; application shipped early 2018
- **Internal Experiences:** Updated experiences for NBCU intranet, portals, and mobile apps, typically delivered final designs within a two-day window

UX Designer (Contract - ViaSat)

May 2017 to Jun 2017

Website Audit: Conducted full heuristic, accessibility, and visual pattern audits of ViaSat.com and provided a full report detailing heuristic violations according to Jakob Nielsen's ten usability heuristics and accessibility violations following WCAG 2.0A guidelines along with summarized notes and recommendations for the UX Research team

EDUCATION

UX/UI Design (Designlab)

Visual Communications (FIDM)

B.A. Psychology (UC San Diego)