Tina L. Ho

Principal product designer

tinalho@gmail.com
tinalho.com

Experience

Prev-June 2012 jobs are available upon request.

Seekr

Principal Product Designer | Sept-Nov 2026

- Expanded SeekrGuard's evaluation workflows to support third-party model outputs with pre-loaded datasets
- Shipped the feature in one week by prototyping in Claude Code and iterating live with engineering, QA and product, using the prototype as the shared source of truth instead of static specs.

LeanDNA

Principal Product Designer | Oct 2023-Apr 2026 • Lead Product Designer | Aug 2022

- Led design system creation and implementation across core application, AI tools, and multiple products, establishing unified design language that accelerated feature development and ensured consistency across user touchpoints.
- Spearheaded comprehensive user research initiatives with direct collaboration across product, engineering, and executive teams; translated complex business requirements into intuitive, user-centered solutions.
- Initiated and managed annual company Hackathon, fostering design innovation and cross-functional collaboration while identifying new product opportunities and design patterns.

CoSell

Lead Product Designer | Jul 2021-Aug 2022

- Defined and implemented comprehensive design system for warm-outreach sales platform; directly translated founder vision into user-centered product through iterative design sprints and rapid prototyping.
- Led product design evolution from concept to launch, collaborating closely with founders and engineering to balance business goals with user needs in a fast-moving startup.

AppSumo

Lead Product Designer, UX Manager | Sept 2020-Jul 2021

- Built and mentored UX team from ground up; created design system and partner portal, establishing scalable design processes and standards across organization.
- Established design team culture focused on craft excellence, user-centered thinking, and cross-functional collaboration with product and engineering leadership.

WP Engine

Senior Product Designer | Aug 2017-Aug 2020 • Lead Product Designer | Sept 2020

- Led UX strategy and product design for customer portal across six engineering teams; owned end-to-end design from research and strategy through design
- Architected new design system with emphasis on accessibility compliance and inclusive design; drove organization-wide adoption and education on design standards.
- Led Employee Resource Group (ERG) initiatives; actively shaped company culture and contributed to diversity and inclusion efforts at leadership level.

Schoology

Senior Product Designer | Oct 2016-May 2017

- Led user experience and interface design for data analytics platform; conducted in-depth user research and interviews with school administrators, instructors, and students to understand complex workflows.
- Translated stakeholder research into clear user-centered design direction; simplified complex analytics workflows for diverse user groups with varying technical expertise.

HomeAway, Inc. (VRBO, Expedia)

Senior UX Designer | Jun 2012-Sept 2016

Designed and optimized owner/supplier-side product experiences, focusing on supporting property management workflows and improving host satisfaction and platform adoption.

BedandBreakfast.com (division of HomeAway, Inc.)

User Experience & Marketing Designer | Jun 2012–Jul 2014

- Designed end-to-end user experiences across B2B and B2C products including supplier portal, commerce platform, product pages, and checkout flows; collaborated closely with marketing to ensure design excellence across commercial touchpoints.
- Design of complex payment and transaction flows, working with cross-functional teams to balance user experience with business requirements and conversion optimization.

Skills

Product design

Agile
Design systems
Interaction design
Information architecture
Rapid prototyping
Strategy & vision
User interface design
User research
User testing & validation
Web Accessibility (WCAG)

Tools

Adobe Creative Cloud
Claude Code
Cursor
Figma
GitHub
HTML & CSS
Jira
Linear
Pendo
Wordpress

Leadership

Management
Mentoring
Design leadership
Cross-functional collaboration

Languages

Mandarin Chinese

Education

Washington University in St. Louis

Bachelor of Fine Arts, Visual Communications | 2005
Minors in Psychology and Anthropology
Dean's List | 2001-2005

Deque University

Web Accessibility