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 2023

Updated features for SeekrGuard, an an enterprise AI safety and governance platform

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 interaction design and detailed specification.
- Architected new design system with emphasis on accessibility compliance and inclusive design; drove organization-wide adoption and education on design standards and best practices.
- 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

Manderin 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