

LORITA HO

416.301.1048

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designtastesgood.com

SKILLS

Adobe Creative Suite
Microsoft Office
Invision
Sketch/Moqups
Web/Graphic Design
UX/UI Design
SEO/SEM
HTML/CSS
Digital Content Management
Content Marketing Strategy
Copywriting/Content Editing
Social Media Strategy
Email Marketing
Project Management

EDUCATION

Certificate in UX Design
Brainstation, 2018

Certificate in Digital Marketing Strategy
CMA, 2017

Certificate in Digital Marketing
CMA, 2014

Bachelor Degree in Graphic Design
OCAD University, 2007

EXPERIENCE

Senior Specialist, Content Marketing and Design

Tangerine Bank

2017 - Present

- Lead site enhancements and SEO initiatives for Forward Thinking site to increase engagement, conversion and drive subscriptions based on user research and analytics
- Act as the intake point of tactical integration, work directly with IT, front end developers, QA, to test, refine solutions and report results
- Build wireframe, information hierarchy and create design solutions to deliver effective user experience and interaction on Forward Thinking site across platforms
- Design mock ups and craft user journeys for site enhancements, developing UX strategy and correlating content
- Gather and understand business requirements and technical limitations to inform site enhancements
- Improve site experience through user research and usability testing; collaborate with Research team to come up with test strategy
- Hire, manage, mentor coop student; manage shared services, web publishing process; work collaboratively with third party vendors (agencies, designers and writers) and stakeholders

Specialist, Content Marketing and Design

2015 - 2017

Tangerine Bank

- Managed the content marketing strategy and the integration of multi-media assets across website
- Drive content creation and project managed from initial briefing to execution and delivery
- Conduct case studies, personas, and user flow maps to drive content strategy

Graphic Designer

2011 - 2015

ING DIRECT

- Spearheaded the development of style guidelines to support web, mobile and tablet interface. Acted as brand expert to ensure all Client facing and web materials adhered to style guide
- Designed all graphics for online and print used in corporate programs, campaigns, external displays and events

Freelance UX Designer

SOMEDESIGN INC.

2017 - Present

- Designed clients concepts and hi-fi prototypes using Invision and Sketch
- Conduct competitive analysis and usability testing to drive design solutions