

CINDY HO

UX DESIGNER

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PROFESSIONAL SUMMARY

UX designer with over 10 years of experience in product management, frontline client sales, and research in the banking industry. Proven track record of delivering exceptional results bolstered by interpersonal skills and an enterprising spirit. Previously a business analyst who transitioned to a project manager, now seeking to apply cross-industry learnings in UX. A strategic thinker yet pragmatic and detailed in execution, passionate about building great user experiences with human-centred design.

SKILLS

Tools: Figma, Lightroom, PremierePro, Miro, Excel

Design: Research, Interviews, Personas, Customer Journeys, User Flows, Information Architecture, UI, Visual and Interaction Design, Content, Copywriting, Testing, Wireframing, Prototyping

EXPERIENCE

The Brainary

UX Designer | Melbourne, 2022

The Brainary is a Melbourne-based education technology provider. I was part of a UX project that redesigned the website's information architecture, content and copywriting.

- Achieved significant improvement in information findability, validated by an 80% reduction in time spent on product search.
- Lead UX researcher, conducted user interviews and fronted client communications.
- Spearheaded UX writing and page design, validated by positive user feedback and increased CTA effectiveness.

Commonwealth Bank of Australia

Associate Director, Client Solutions | Hong Kong, 2019-2022

Frontline client executive to over 15 Greater China banks and Transaction Banking specialist who structured international payments services for clients. Sustainable Finance champion in Asia.

- Increased revenue on an International Payments client account by 5x within 12 months through a strategic rebuilding of the client relationship and stellar customer service.
- Collaborated with Debt Capital Markets product specialists to facilitate debt issuances including green and sustainable bonds.
- Led a global working group to improve the usability of the bank's ESG (Environmental, Social and Governance) tool based on industry best practices, which resulted in a segment-wide guidance document.

ANZ Banking Group

Research Associate, Financial Institutions Group | Hong Kong, 2017-2019

Credit analyst for the top 20 Chinese banks by assets and produced in-depth portfolio reviews and analyst reports. Assessed risk ratings and conducted client interviews. Structured profitable deals with sound risk mitigation strategies.

- Acquired strong credit expertise of the China banks portfolio within six months, earning the opportunity to present the highly scrutinised portfolio review to senior executives.
- Recommended increased limits to solve client needs and generate higher revenues based on data-driven risk assessments.
- Achieved high portfolio audit ratings during my tenure, a result of rigorous adherence to compliance requirements.

ANZ Banking Group

Business Associate, Institutional Portfolio Management | Hong Kong, 2015-2017

Project Manager | Melbourne, 2013-2015

Business Analyst | Melbourne, 2011-2013

Product manager responsibilities for two pricing applications (IPT and IPT Deposits) for 1,500 active users. Collaborated with users, engineers and quantitative analysts in an agile environment. Expert in pricing and optimising profitability; routinely provided deal modelling advice to users.

- Project-managed IPT Deposits from conception to launch on time and under budget of A\$200K.
- Led feature prioritisations, identifying high-impact, low-effort features driven by user and data insights.
- Reduced training travel costs by developing a multi-format training program: led local in-person and online product training to 700 bankers each year, produced video tutorials and a comprehensive web-based product manual.
- Consistently received high user satisfaction scores on the training, consulting and usability of IPT and IPT Deposits.
- Promoted to Business Associate covering ANZ's international region from the Hong Kong office.

SIDE PROJECTS

Binance – Conceptual project; designed an app customisation feature with drag-and-drop widgets, enabling Binance to cater to a wider spectrum of investors in a way not currently done by any crypto trading platform in the market.

EDUCATION

General Assembly

User Experience Design Immersive

Hong Kong Baptist University

Master of Arts in International Journalism. GPA: 3.74

University of Melbourne

Bachelor of Commerce (Economics and Finance). Avg: H1 / 80%

PROFESSIONAL CERTIFICATIONS

Certified Associate Credit Risk Management Professional

The Hong Kong Institute of Bankers