

Hsuan-ting Ho

Senior Product Designer

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SUMMARY

Senior Product Designer with 5+ years of experience designing complex digital products across consumer, B2B, and Web3 domains. I translate ambiguous problems and complex product logic into clear, intuitive experiences, balancing user needs, business goals, and technical constraints through product thinking, systems thinking, and cross-functional collaboration.

CORE SKILLS

Product Design · UX Design · Product Thinking · Systems Thinking · Interaction Design · Cross-functional Collaboration · UX Research · Usability Testing · Design Strategy · UI Design

EXPERIENCE

Gamania

Senior Product Designer | Apr 2025 – Present

- Lead product design for complex digital products, from problem framing and experience strategy through interaction design, UI, and implementation.
- Served as the primary designer for Gama Pass, leading its design from the ground up across account logic, migration, and core user flows for a cross-business-unit platform serving 2.74M users and achieving an 88.85% migration completion rate.
- Led the experience strategy for Passkey adoption, from user education to context-based activation, reaching 1,851 users in its first month.
- Led the 0 → 1 product design of O!Pack, building its core product architecture and asset flows in an emerging Web3 domain while aligning requirements across business units and stakeholders.
- Partner with Product, Engineering, QA, Operations, and business stakeholders to align perspectives and drive decisions beyond individual features.

Product Designer | Mar 2022 – Mar 2025

- Led the design of starrow's organization experience, translating complex multi-company relationships and multi-role identities into an intuitive mobile experience.
- Conducted usability testing with 9 target users, identifying 48 usability issues and driving improvements to approximately 60% of the identified issues.
- Designed hidol's social product experience through its shift from an IP-driven model toward user co-creation, contributing across the product lifecycle from 0 → 1 through sunset.
- Designed end-to-end product experiences by mapping user scenarios and edge cases into clear information architecture, user flows, interaction design, and UI.

UI / Visual Designer | Aug 2021 – Mar 2022

- Designed UI for digital products, translating product requirements into clear and usable interfaces.
- Collaborated with Product and Engineering teams throughout the design and implementation process.
- Contributed to user flows and interaction decisions, expanding my scope beyond interface design.

Ministry of Culture

Contract Assistant | May 2020 – Dec 2020

- Coordinated cross-domain initiatives across the audiovisual and music sectors, working with stakeholders from different professional backgrounds.
- Managed projects related to artist residency programs, including cross-functional coordination and administrative execution.

Earlier Experience

Taipei Film Festival — Visual Art Design Intern · May 2015 – Jul 2015

Summer Universiade Taipei 2017 Organizing Committee — Ticketing Subcontractor Supervisor · Aug 2017

Taipei Golden Horse Film Festival Executive Committee — Personal Manager · Oct 2017 – Nov 2017

Pinmo Pure Store — Sun Tanning Project — Event Photographer · May 2018 – Aug 2018

EDUCATION

University of Sussex — Graduate Studies, Film Studies · 2018 – 2019

Fu Jen Catholic University — BA, Applied Arts (Computer Animation) · 2013 – 2017