

Terence Ho

designer.

Hi! I'm Terence Ho, a Saipan-born multidisciplinary designer currently based in San Francisco. With over four years of experience, I have supported marketing teams in both the digital and physical space, bolstering brand presence and crafting impactful visual identities for diverse marketing initiatives.

*Outside of work, I'm a drag and wrestling entertainment enthusiast.

CONTACT

terence.ho.design@gmail.com
+1 (415) 928-9084
terence-ho.com

EDUCATION

University of San Francisco
(August 2015 – May 2018)

BA Design

SKILLS

Adobe Creative Suite:

Photoshop
Illustrator
InDesign
Premiere Pro
XD

Google Workspace:

Slides
Doc
Sheet

Microsoft 365:

Word
PowerPoint
Excel

Figma

HTML / CSS / JavaScript

WordPress (CMS)

UX/UI Design

Responsive Web Design

Jira (Project Management)

Teamwork (Project Management)

EXPERIENCE

Aisera • Visual Designer • May 2022 – current

- Conducted thorough audits of Aisera's website to identify pain points, improving mobile user experience, redesigning top-performing web pages, and creating new landing pages highlighting Aisera's products.
- Oversaw diverse print and digital projects, encompassing trade show booth graphics, flyers, sales collateral, email campaigns, LinkedIn ABM campaigns, display ads, social media graphics, and video demos.
- Championed the development of a new brand and visual guideline manual by conducting research and building consensus among stakeholders such as the Lead Designer and Chief of Marketing Officer.

Academy of Art University

Visual Designer • March 2021 – May 2022

- Managed content updates on the university's website, ensuring timely publishing with zero errors while reducing content production time by 30%.
- Assisted in the design of the annual Spring Show landing page, featuring over 300 students' works, as well as managing content of the landing page utilizing CMS such as WordPress and Sanity.
- Monitored website performance and maintained accessibility compliance by performing QA testing throughout common breakpoints.

Graphic Designer • February 2019 – March 2021

- Designed compelling visual content for the annual Pride Month campaign that led to a 25% increase in user engagement on all social platforms and increased viewership on the university's online blog.
- Developed and executed creative strategies for digital and out-of-home advertising campaigns, occupying high-visibility spaces including Time Square, the Bay Area's BART stations, and Juxtapoz Magazine.
- Collaborated with cross-functional teams to create the brand and logo for the university's first podcast, Creative Mind, which received over 100 listeners per episode.

Bob Cut Mag • Social Media Intern • January - May 2018

- Developed visually captivating and versatile graphics and design templates for social media platforms, driving a 55% increase in user engagement and expanding Bob Cut Mag's online presence.
- Managed live event coverage and wrote articles on underrepresented Bay Area communities, highlighting the impact of community building and showcasing diverse perspectives of subcultures.
- Engaged with the online Bob Cut Mag audience through social media, responding to comments and questions, and leaving open-ended prompts to increase engagement and survey feedback.