

**Freddy Ho**

626.478.8212 | [freddyclho@yahoo.com](mailto:freddyclho@yahoo.com)  
Greater LA Metro, California

[freddyhodesign.com](http://freddyhodesign.com)  
[linkedin.com/in/freddy-ho-design/](https://linkedin.com/in/freddy-ho-design/)

**Art Director and Visual Designer with 15+ years of experience developing brand identities, leading cross-functional creative teams, and delivering 360° marketing campaigns for SaaS, e-commerce, and agency clients. Proven ability to execute user-centered design strategies that improve engagement and drive business performance.**

**Known for mentoring teams, streamlining creative operations, and leading high-impact brand initiatives across digital, print, and experiential platforms.**

- Visual Branding & Identity Systems
- Creative Campaign Development & Execution
- Leadership, Mentorship & Team Management
- 360 Marketing Campaign Execution
- UX (User Experience) Design Focus
- Project Management (Agile, Scrum)

**EXPERIENCE**

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**Art Director**

July 2019 – March 2025

AuditBoard | Remote / Cerritos, California

Leading SaaS solution for audit, risk, ESG, and infosec management, used by 50% of Fortune 500.

- Led end-to-end design projects, from concept and kickoff through production and execution across web, events, social media, video, and digital marketing channels.
- Directed a full-scale brand refresh that boosted audience engagement and improved brand visibility and consistency.
- Orchestrated the visual design for the company’s annual user conference, contributing to a 30% YoY increase in attendee engagement and an NPS score exceeding 68.
- Collaborated with agency partner on paid media iterative testing, achieving a 15%+ performance lift.
- Designed and implemented A/B testing frameworks for email campaigns, improving engagement and click-through rates (CTR).
- Partnered cross-functionally with Product Marketing, Product Design, and Sales Enablement to align messaging and visual strategy.
- Led art direction and mentorship, ensuring consistent design systems and strong brand storytelling across all projects.
- Streamlined design workflows and processes, improving team productivity and ensuring timely project delivery.

**Senior UX/UI Designer**

February 2019 – July 2019

Bob’s Watches | Newport Beach, California

- Migrated the e-commerce platform from a proprietary system to Shopify, enhancing flexibility and user experience.
- Developed a UI design system including wireframes, user flows, and prototypes.
- Conducted user experience analysis to improve website usability and customer journey.

**Senior Designer**

October 2015 – February 2019

Idea Hall | Costa Mesa, California

- Designed and executed integrated marketing campaigns across digital, print, and multimedia.
- Created brand identity systems, maintaining visual consistency across all platforms.

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- Developed websites focused on user-centered design and responsive experiences.
- Secured \$125K branding contract and delivered IPO creative package for Ready Capital.
- Produced multimedia content in collaboration with motion designers and video producers.

### Lead Designer

November 2005 – August 2015

Post-Agency Advertising | Santa Ana, California

- Managed daily operations of the creative studio, optimizing project workflows.
- Designed across print, digital, packaging, and environmental mediums.
- Earned Gold Awards at the 2007 MarCom Awards and 2007 Davey Awards for outstanding creative work (KIA motors).
- Contributed to agency client Yogurtland's expansion from 25 to over 300 locations nationwide through strategic branding.

## EDUCATION

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**Bachelor of Arts in Graphic Design**

California State Polytechnic University, Pomona | 2005

**Certification in UX Research and Strategy**

Design Lab | 2018

## TECHNICAL PROFICIENCY

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**Software:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Figma, Canva, Webflow, Midjourney AI

**Programming:** HTML5, CSS

**Project Management Tools:** Jira, Asana, Monday.com

**Email Marketing:** Marketo, Mailchimp, GainSight, Qualtrics