

Tiana Ho

Senior Experience Designer and Strategist with a background in architecture. I work across customer experience, UX and service design to create experiences that work with how people actually behave.

 tianaho.com
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 London, United Kingdom

Tech Stack:

Current

 Claude

 Figma

 Miro

 Framer

 UserTesting

 Dovetail

Additional

 AutoCAD

 MicroStation

 Rhino 3D

 SketchUp

 Photoshop, Illustrator, InDesign

Interests:

Behavioural Science

Wellness

Art

Immersive Experiences

Languages:

English

Cantonese (Native)

Mandarin (Fluent)

Experience

Senior Experience Designer Matter Of Form | Feb, 2022 - Present
(Experience Designer: Dec, 2023 - Dec 2025, Junior UX Designer: Feb, 2022 - Dec 2023)

- **Led research and experience strategy for AmaWaterways' digital transformation**, translating customer and business insights into requirements for a new end-to-end digital experience. Delivered a new D2C website, with Phase 1 live and further features in the pipeline.
- **Led ideation and roadmap development for Apes Hill**, building on an audit of the guest and homeowner experience that surfaced 30 guest-facing and service-focused opportunities. Secured a retainer upsell to develop service delivery tools now implemented across the resort, elevating service standards and consistency organisation-wide.
- **Facilitated workshops with cross-functional stakeholders at a luxury hotel brand**, developing 8 brand-led signature guest experience concepts and assessing their operational and business value, resulting in 4 concepts selected for pilot.
- **Owned the UX process and methodology across the consultancy**, developing and embedding research and UX frameworks, including AI-assisted approaches, into live projects and pitches. Contributed directly to new business wins.
- **Helped shape the consultancy's proprietary Brand Interactions™ offering**, developing journey mapping and ideation frameworks, and researching barriers to execution to close the gap between design and delivery.

Selected clients: AmaWaterways, Marriott Hotels, Dorchester Collection, Apes Hill, Wilderness

Part I Architectural Assistant Formation Architects | Jan, 2021 - Feb, 2022

Worked on prime and super-prime private residential projects, including the transformation of listed buildings, across stages from concept design through to detailed design and handover. Gained experience on site, engaging directly with clients and coordinating with consultants and contractors. Key projects include 7 St James's Square.

Architectural Assistant (Placement) WilkinsonEyre | Mar, 2019 - Sep, 2019
Jun, 2018 - Sep, 2018

Worked across a diverse portfolio of architectural projects, across stages from concept design through to detailed design across commercial, cultural, education and masterplanning projects. Key projects include CBIC Square Toronto and The University of Hong Kong.

Skills

Experience Strategy

User Research

UX Design

Service Design

Customer Journey Mapping

Workshop Facilitation

Prototyping & Testing

Education

Service Design Experience Haus | Jan, 2023 - Apr 2023
Worked on a live brief from Essex Startups (University of Essex), resulting in a set of evidence-backed ideas to enhance the service for entrepreneurs in the programme.

Product Design inc. UX&UI Experience Haus | Sep, 2021 - Dec 2021
Applied design thinking end-to-end on a live Optimi Health brief, from discovery to prototype.

Architecture BSc (Hons) Degree: 2.1 The University of Bath | 2016 - 2020