



Tiana Ho

Senior Experience Designer and Strategist with a background in architecture, working across customer experience, UX and service design to solve complex problems and create better experiences.

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• Experience

Matter Of Form, London

- Senior Experience Designer & Strategist Dec, 2025 - Present
- Experience Designer Dec, 2023 - Dec 2025
- Junior Experience Designer Feb, 2022 - Dec 2023

I work across customer experience, UX and service design, with experience spanning travel, hospitality and other luxury sectors. I lead projects from discovery through delivery, facilitating client workshops, uncovering customer insights, defining requirements and shaping end-to-end experiences. Alongside client work, I champion human-centred design across the studio, developing and embedding UX frameworks and processes across projects, while helping shape Matter Of Form's proprietary Brand Interactions offering.

Selected clients include AmaWaterways, Marriott Hotels, Dorchester Collection, Apes Hill and Wilderness.

Formation Architects, London

- Part I Architectural Assistant 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.

WilkinsonEyre, Hong Kong & London

- Part I Architectural Assistant (Placement) Jun, 2018 - Sep, 2018 | Mar, 2019 - Sep, 2019
- Worked across a diverse portfolio of architectural projects, contributing at 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
- Customer Experience
- User Research
- UX Design
- Prototyping & Testing
- Service Design
- Customer Journey Mapping
- Workshop Facilitation

• Tech stack

- Current:
- Claude
 - Figma
 - Miro
 - Framer
 - UserTesting
 - Dovetail
- Additional:
- AutoCAD
 - MicroStation
 - Rhino 3D
 - SketchUp
 - Photoshop, Illustrator, InDesign

• Education

- Service Design, Experience Haus Jan, 2023 - Apr, 2023
- Product Design inc. UX&UI, Experience Haus Sep, 2021 - Dec 2021
- Architecture BSc (Hons), University of Bath 2016-2020