



Cristian Ho

Senior Product Designer

Senior Product Designer with 5+ years designing enterprise SaaS products across fintech and healthcare. Experienced in end-to-end product design, AI-assisted workflows, design systems, and complex data-driven interfaces. Passionate about simplifying sophisticated workflows into intuitive experiences that scale.

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Socials

LinkedIn
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Design Tools

Figma
Design system, Auto layout ,
Variables, Prototyping

Stark
Accessibility tool

Storybook
Frontend workshop for UI

Framer
Design site management

Organization Tools

Jira
Workspace management

Microsoft Loop
Organize tasks and collaboration

Notion
Organize tasks and collaboration

AI-Assisted Design Workflows

Claude
Claude Design, Claude Code

Cursor
AI Development

UX Pilot
Product Design AI Tool

Experience

May 2025 - Present Toronto, Ontario



Senior Product Designer
(Design Operations)
Havas

- Owned end-to-end product design for four Viiv Healthcare digital experiences across web and mobile, translating physicians insights, behavioral data, and business goals into scalable solutions from discovery through delivery.
- Applied LLM-assisted workflows to restructure a fragmented Figma Enterprise environment, defining project taxonomy across US DTC, HCP, and global brand sites so distributed teams could locate the right files.
- Conducted client interviews, usability testing, and research synthesis, including validating the HCP Website experience with 10 physicians across 2 usability studies to identify usability gaps and improve workflow clarity.
- Leveraged product analytics and Figma behavioral data to improve design system adoption, reducing Figma detach rates from 34.5% to 12.7% across 4 Viiv Healthcare product teams.
- Diagnosed design-to-development workflow friction and redesigned collaboration processes, reducing QA rework and improving delivery efficiency.
- Led the evolution of Viiv Healthcare's multi-brand design system across four product lines, defining components, tokens, accessibility standards, behaviors, and governance practices across web and mobile.
- Established design standards with developers, PMs, and partner agencies across Canada, US, and UK, improving consistency and scalability across digital experiences.

Aug 2024 - Mar 2025 Toronto, Ontario



Senior Product Designer
Scotiabank

- Led end-to-end product design for International Money Transfer, using customer research, behavioral analytics, and funnel analysis to identify friction points across the transfer journey.
- Redesigned transfer selection into a single decision surface comparing fees, exchange rates, delivery timelines, and recipient requirements across two payment rails — replacing a partitioned flow that hid cost until after commitment, contributing to an 11.7% reduction in journey abandonment.
- Improved task completion rate from 72.4% to 84.1% by identifying usability barriers through research, analyzing user behavior, and redesigning key customer workflows.
- Led delivery of Canvas Design System 2.0, scaling components, tokens, theming, accessibility standards, and documentation across 150+ product teams.
- Collaborated with cross-functional teams across Canada, US, Chile, Colombia, and Mexico, partnering with designers, engineers, PMs, and accessibility specialists.

Mar 2024 - Jul 2024 Remote



UI/Product Designer
Transnetyx

- Designed CRM workflows and high-fidelity prototypes for Colony Mouse Research and A-tune Animal Research platforms, supporting adoption across 1,000+ educational institutions across five continents.

Aug 2023 - Aug 2024 Remote



Lead UI/UX Designer
iFinGate/ FundingReach

- Designed enterprise financial platforms including transaction monitoring, insurance, and mandatory provident fund products, translating complex regulatory requirements into intuitive user workflows.
- Designed data-heavy compliance experiences including transaction tables, filtering systems, alert prioritization, and investigation workflows for enterprise users.
- Conducted workflow analysis and stakeholder research to improve usability, efficiency for complex operations.

Dec 2022 - Aug 2023 Oakville, Ontario



Product Designer
BrokerPocket

- Redesigned key user experiences for BrokerPocket's mobile platform and website, applying user-centered design principles to improve usability and supporting adoption among 5,000+ users.