

TAE-HO KO

Portfolio and more @ www.taehoko.com

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I'm a product designer based in Auckland, New Zealand specialising in exceptional user experience, visual and interaction design on desktop, tablet and mobile platforms, with a passion for simplifying all things that are complex.

Experiences

Founding Member & Lead Product Designer for Aglet / Onlife Inc. (Jul 2018 - Present)

Founding member and Lead Product designer, from the logo to every haptic feedback, responsible for everything experience and visual from day zero, creating its unique brand identity as well as UI, motion, interactive, sound and gaming experience to serve 300k daily active users and 3 million total users worldwide. Aglet won the highly coveted LVMH Innovation Award in 2021 and in January 2022, the company successfully raised \$24M in their latest round of funding.

Lead UI/UX designer for hiber.com (Jan 2018 – Jun 2021) UX/UI Consultant Lead and early stage team member, coordinating product design for desktop and mobile suite of apps for startup in the heating and energy industry in the UK. From user journey mapping, wireframes to high-fidelity designs, key responsibilities included overseeing experience and visual design for both operations-facing desktop applications and engineer-oriented mobile applications, of which its core experiences included eCommerce, Field Service Management, Payment processing and Accounting solutions. Mobile application in particular along with its customer care service provided via the desktop application,

recorded a consistent 4.9-star rating on Trustpilot UK.

Senior Mobile Designer for Dave Clark Design Associates (Dec 2016 - Dec 2017) Lead

Senior Mobile Designer providing designs and directions for a highly acclaimed banking app in New Zealand – ANZ goMoney – overseeing user experience, interactions and guidelines for native iOS and Android platforms.

UX / UI designer for Loc8 (2012 - 2016) field service management application, leading

the overall design directions for desktop and company's very first mobile applications project, overseeing its visual aesthetics and *instituting user-centered design to its core*.

Deliverables included *user research, wireframes, prototyping and design specifications*, which were passed onto local and remote teams, working in an Agile development environment.

Web / UX designer for Vodafone New Zealand (2009-2012) Key responsibilities

included *delivering UI and UX for self-service portal (My Vodafone)* on desktop and mobile platforms and overseeing the design aesthetics of online marketing collaterals provided by external agencies and their conformity to the brand guidelines.

Areas of advanced knowledge & abilities

User Interface	Agile methodology
User Experience	Information Architecture
Prototyping	Dart (Flutter)
Wireframing	Swift / Objective-C
HTML / CSS / JS	Responsive web design
iOS / Android Human Interface & design guidelines	

Other experiences

Designed, illustrated, developed and delivered iOS apps to the App Store as personal projects, using *Objective-C, Swift, Dart (Flutter) programming languages*. Collection for Auckland is targeted to a specific demographic in Auckland with over 5,000 users to date with an average of 200 daily active users.

Primary tools of choice

Figma

ProtoPie

Adobe Photoshop

Adobe Illustrator

Zeplin

Miro