Yaoming Hao

Interaction design, Illustration

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https://designwithyao.com

Experience:

2022 - present

Senior Digtial Product Designer - Ford Motor Company

- Build and evolve Ford's design systems for our digtial product ecosystem
- Collaborate with multidisciplinary team to define user experiences for Ford's next generation vehicles
- Digital product design for and around vehicles

2019- Present

Lead Digital Designer - Pegasystems

- Maintain and evolve Pega's design system *Bolt*, and partner with marketing stakeholders and development team to ensure our toolbox (design system and CMS) is always sharp to support business needs.
- Collaborate with brand, content, video production, product, publishing, marketing, and leadership teams to ensure brand consistency on user-centered best practices through Pega's web properties.
- Drive the design directions of digital projects to build consistent and innovative web experiences for our customers.
- Lead a small design team, providing my guidance and helping them succeed through the process.

2011 - 2018

Designer/Art Director — BEAM Interactive

- Helped clients build up visual identity, websites, CRM, illustration, app interface, commercial videos, and all kinds of campaign works.
- Focused on app/web UI design, establishing detailed style guide for clients.
- Worked closely with DEV team make sure the high quality delivery.
- Clients included MINIUSA, Fidelity, AMG, Bozzuto, and Converse.
- Lead on art direction on animation production, character design, and storyboards.

2009-Present

Freelance Interaction Designer/Illustrator

Education:

2009-2011

MFA, Massachusetts College of Art
Boston, MA USA

2004-2008

BA, Tsinghua University
Beijing, China

About:

Hi, my name is Yaoming Hao. I am an interaction designer / art director / Illustrator based in Boston area.

Over the past decade, I've had the luxury of working with some amazing brands and people. I am obessed with searching the balance point between aesthetic and usability through design process. Whether you are looking for refreshing your digital apperance or improving general customer experience, I am ready to help.

Skills:

UI/UX design, Human Centered Design, Design Thinking, Responsive design, Design Systems, Branding, Illustration, storyboarding

Software:

- Adobe Creative Cloud(Photoshop, Illustrator, XD, InDesign, After Effects, Premiere, Audition)
- Figma, ProtoPie, Abstract, InVision
- HTML5, CSS3, Bootstrap4
- Blender
- Microsoft Office