

Addi Hou

Experience Designer

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Having spent 18+ years creating successful and dynamic physical products for well-known fashion/lifestyle brands, I shifted gears in order to focus on experience and interaction design.

I believe that I am “multi-faceted” because of my fluency in both physical and digital design. I received an MFA in Interaction Design at The School of Visual Arts (SVA) and currently create engaging user-centric experiences with a strategic mindset at an industry-leading digital agency.

EDUCATION

The School Of Visual Arts

New York, NY · 2017-2019

Masters of Fine Arts · Interaction Design

University of Illinois at Urbana-Champaign

New York, NY · 1994-1999

Bachelor of Arts · Industrial Design

University of Northumbria

Newcastle, England · 1997-1998

Bachelor of Arts · Design for Industry

SKILLSET

Sketch	Adobe CS
Invision / Studio	Miro
Figma	Principle
Pen + Paper	HTML/CSS/JS
UX / UI	Hand-Sketching
Storyboarding	Wireframing
Prototyping	Illustration
Research	User Interviews
Journey Mapping	Usability Testing

INTERESTS

I like to cook, draw, paint, spin (both bikes and vinyl), watch films, play tennis, build playlists, travel, and collect sneakers.

EXPERIENCE

Wunderman Thompson

Senior Experience Designer · Nov 2019 - Present

Lead Experience Designer with an emphasis on UX for projects ranging from Teladoc to Berkley Insurance to Walmart

Carbon Five

Experience Design Intern · May 2019 - Sept 2019

UX design projects for The Ad Council and DailyPay

Squarespace

Product Design Intern · May 2018 - Sept 2018

Worked on the SQSP built-in Image Editor as well as establishing a new modal system of unifying the multiple facets of the CMS system into one cohesive style

10 Feet Tall

Design Consultant · 2015 - 2018

Physical design projects for: Concepts Brand, YEEZY, New Balance, Orvis, Huckberry, Ernest Alexander, Asics Brand, Sperry, Hollywood Trading Company, FEIT, Darn Tough, Tommy Hilfiger, Tretorn

J Crew

Design Director · 2010 - 2015

Mens Accessories + Footwear

RRL - Ralph Lauren

Design Director · 2005 - 2010

Mens Accessories + Footwear

FEED

Designer + Board Member · 2005 - Present

Accessories + Graphics + Brand Identity