

Joshua Ho

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SUMMARY

Staff Experience Designer with 12 years and 8 months shaping platform experiences, evaluation workflows, **developer tools**, and data rich products. Leads **end to end design** for AI evaluation, agentic systems, **production machine learning**, and **non deterministic results**. Turns ambiguous requirements into clear interaction models, prototypes, research plans, and reusable design patterns. Partners with engineers, researchers, product leaders, and operational teams through discovery, delivery, and ongoing refinement. Brings practical judgment, careful documentation, concise communication, and steady ownership across complex workflows. Ready to help Northstar Systems Studio define trustworthy evaluation experiences, make findings actionable, and give teams clear ways to decide what good means.

EXPERIENCE

Staff Experience Designer, AI Evaluation Platform

April 2022 - Present

Signal Harbor Labs

Bellevue, WA

Leads end to end experience design for an **AI evaluation platform** supporting agent evaluation, production machine learning, and non deterministic results. Guides interaction patterns, prototypes, documentation, stakeholder reviews, and recurring workflow improvements.

- Defined **AI evaluation** workflows for **non deterministic results**, giving teams clearer review decisions.
- Prototyped **agent evaluation** paths in Figma, clarifying evidence needs before engineering handoff.
- Created **interaction patterns** for **production machine learning** reviews, improving consistency across recurring platform tasks.
- Documented evaluation findings and exceptions, helping partners trace decisions through follow up reviews.
- Presented concise platform updates to leadership, connecting open risks with practical next actions.

Principal Product Designer, Developer Tools

July 2019 - March 2022

Cascade Cloud Tools

Seattle, WA

Led product design for developer and machine learning operations platforms, connecting experiment review, quality signals, and **technical workflows**. Worked with engineering and product partners on scalable interaction models and clear operational records.

- Mapped **experiment review** workflows, helping engineers compare **quality signals** across machine learning releases.
- Designed developer tool flows in **Figma**, reducing ambiguity during technical workflow handoffs.
- Reviewed source information and resolved inconsistencies before product decisions reached delivery teams.
- Maintained design references and trackers, supporting reliable reviews across recurring platform initiatives.
- Summarized risks and next actions for leadership, strengthening decisions around platform **priorities**.

Senior Product Designer, Analytics and Experimentation

January 2016 - June 2019

Juniper Grove Software

Portland, OR

Owned experience design for analytics, experimentation, **data dense interfaces**, usability research, and shared **design systems**. Shaped product direction through evidence, collaborative critique, and practical patterns that supported consistent implementation.

- Designed **analytics workflows** that helped product teams interpret experiment results with greater confidence.
- Ran **usability research** sessions, turning observed friction into focused interface changes and research notes.
- Built data dense prototypes in Figma, helping stakeholders test information hierarchy before implementation.
- Expanded shared design system patterns, giving designers and engineers clearer reusable interface guidance.
- Prepared evidence based recommendations for leadership, linking user findings with product investment choices.

Product Designer, Enterprise Workflow Applications

January 2014 - December 2015

Harborline Interactive

Seattle, WA

Designed **enterprise workflow applications** with responsibility for information architecture, prototypes, **usability testing**, and implementation documentation. Partnered with delivery teams to make complex tasks easier to review, explain, and complete.

- Reworked enterprise workflow navigation, helping users find task status and supporting **records** faster.
- Created interactive prototypes for stakeholder reviews, surfacing workflow gaps before implementation began.
- Tested key task flows with users, translating feedback into clearer interaction states and labels.
- Documented **information architecture** decisions, supporting consistent development across application screens.
- Coordinated design handoffs with delivery partners, keeping requirements and follow up actions visible.

UX Designer, Reporting and Navigation

January 2012 - December 2013

Bright Field Digital

Tacoma, WA

Supported record review, reporting, navigation, interaction states, and implementation documentation across digital products. Built early career strength in research, structured design files, **stakeholder communication**, and dependable delivery practices.

- Organized reporting screens around user priorities, making recurring **record review** easier to complete.

- Drafted navigation structures and interaction states, giving developers clearer implementation references.
- Reviewed source content for inconsistencies, documenting exceptions before design approval meetings.
- Maintained design files and trackers, supporting orderly handoffs across concurrent client assignments.
- Shared concise status notes with project partners, keeping decisions and follow up work traceable.

PROJECTS

Trustworthy Agent Evaluation Workspace 📅 2025

Created a focused concept for reviewing agent behavior, comparing evidence, and turning evaluation findings into practical product decisions. Emphasized clear criteria, traceable records, and usable follow up actions for teams working with non deterministic systems.

Production ML Quality Review 📅 2023

Explored an experience model for production machine learning evaluation, with quality signals, review states, and stakeholder summaries. Concept addressed how teams could define good performance and act on findings without losing context.

LEADERSHIP & AWARDS

- Staff Design Leadership Recognition, Signal Harbor Labs, 2025
- Platform Experience Contribution Award, Cascade Cloud Tools, 2021
- Design Systems Collaboration Recognition, Juniper Grove Software, 2018

EDUCATION

Bachelor of Fine Arts in Interaction Design

2011

University of Washington GPA: 3.7

Seattle, WA

Coursework: Interaction design, usability research, information architecture, visual communication

CERTIFICATIONS

- Nielsen Norman Group UX Certification 📅 2020
- Human Factors International Certified Usability Analyst 📅 2017

TECHNICAL SKILLS

- **Design Software:** Figma, Sketch, Adobe Creative Cloud
- **Research Methods:** Usability testing, user interviews, journey mapping
- **Prototyping Methods:** Interactive prototypes, wireframes, task flows
- **AI Evaluation:** Agent evaluation, evaluation criteria, quality signals
- **Machine Learning:** Production machine learning, model review, experiment review
- **Information Architecture:** Navigation design, taxonomy, content structure
- **Design Systems:** Component libraries, interaction patterns, design tokens
- **Developer Tools:** Developer platforms, technical workflows, implementation handoffs
- **Analytics Tools:** Product analytics, experimentation, reporting
- **Collaboration Tools:** Jira, Confluence, Slack
- **Documentation:** Design specifications, decision records, status reporting

SKILLS

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| • Experience Design | • Production ML | • Prototyping | • Design Leadership |
| • Product Design | • Platform Design | • Usability Research | • Mentoring |
| • AI Evaluation | • Interaction Design | • Design Systems | • Evaluation Workflows |
| • Agentic Systems | • Information Architecture | • Developer Tools | |

PROFESSIONAL AFFILIATIONS

- Interaction Design Association, professional member
- Association for Computing Machinery, professional member

LANGUAGES

- English (Native)
- Mandarin Chinese (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST