

PRODUCT & DESIGN LEAD

AVAILABLE FOR CONTRACT • MELBOURNE

Joanne Ho

I'm a **design leader with 20 years** across enterprise and startups. I spent the last 8 years deep in **lending, fintech and proptech** at REA. Prior to that, I have worked at startups, handwriting-input tech, agencies and in consulting. The consistent thread I bring is creating order to ambiguous problem spaces through a user-centred lens. I'm hands-on, craft-led and collaborative, working across the entire product lifecycle.

EXPERIENCE

2021 – 2026 • 5 years • REA Group • Melbourne

Product Design Manager / Head of Design – Financial Services

Set the design direction for how property and finance connect – strategy that reached board and executive level. Directed, critiqued, and mentored a team of 5 product designers, elevating end-to-end craft quality and establishing sustainable frameworks for cross-functional visibility.

Led the experience vision spanning consumer property to finance and broker loan qualification journeys, connecting a fragmented path into one coherent end to end journey used by 900+ brokers.

Co-authored Mortgage Choice's AI strategy and shipped an AI lending-policy search tool that cut policy-lookup time from hours to minutes and was adopted by 20% of the broker network; led the Gemini Gem training rollout across the franchise.

2019 – 2021 • 2 years • REA Asia • Melbourne & Asia

Senior / Staff Product Designer – Residential Customer

Led design on iProperty PRO – a tool for real estate agents to manage real estate advertising products – bringing it to its first launch, then designed purchase and messaging experience – reaching agents across Malaysian and Hong Kong markets.

Established design systems and cross-functional ways of working across the team.

Mapped sales onboarding with service blueprints and journey maps, which fed the product roadmap.

2018 – 2019 • 1 year • REA Group • Melbourne

Senior Product Designer – Residential Customer

Led design initiatives for Buy advertising products, directly supporting REA's primary organisational revenue stream.

Redesigned the realestate.com.au Property Details Page (PDP) and Search Results Page (SRP), balancing agent and buyer value and widening the gap between the premium and standard products.

Delivered the Residential Campaign Performance Report on the Ignite platform, giving real estate agents real-time, legible transparency into campaign ROI.

2016 – 2018 • 2 years • LiveHire (ASX:LVH) • Melbourne & Perth

Lead Product Designer

Led UX and design to help candidates and opportunities match on LiveHire's Talent Community recruitment platform. During this time, the company IPO'd and doubled in size.

Designed end-to-end candidate dashboards and white-labelled job application flows tailored for major enterprise clients, including The Alfred Hospital, Bupa, and Women's Hospital.

CONTACT

[hello@joanneho.com](mailto:hello@joanneho.com)  
[joanneho.com](http://joanneho.com)  
[linkedin.com/in/avocadojo](https://linkedin.com/in/avocadojo)

EDUCATION

2001 – 2005

Bachelor of Design (Multimedia)  
Swinburne University of Technology

SKILLS

Service design, Journey mapping,  
Product strategy, Problem framing,  
Design systems, Visual, Interaction craft  
Cross-functional leadership, Team  
mentorship

TOOLS

Design

Figma, Figma Make, Claude, Vercel,  
GitHub, Gemini, VS Code, Lovable

Collaboration & Mapping:

Miro, FigJam, Trello, Confluence, Jira,  
Notion

WORKING WITH ME

A calm, craft-led leader who distills  
ambiguity into clarity and practical ways  
forward.

Empathetic with people, who cares  
about craft quality.

Personality: [INFJ – Advocate](#)