Ernest So
UI/UX Designer

Alameda, CA
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EXPERIENCE

Pajaro Valley Loaves and Fishes
UI/UX Designer - Contractor | Nov 2024 - Jun 2025
- Partnered cross-functionally with a project lead, 8 developers, and nonprofit stakeholders to design and deliver a volunteer management web application
- Consolidated the nonprofit's scattered sign-up, scheduling, and hour-tracking systems into a single platform, improving process efficiency and reducing fragmentation between systems
- Documented design flows and handoffs to developers to ensure alignment on user needs and technical feasibility

LePal.ai
UX Design and Research Intern | Sep 2024 - Nov 2024
- Conducted usability tests and synthesized findings to identify high-impact product pain points for an AI-driven mental health mobile app
- Created personas and journey maps to better understand target users' motivations and guide feature prioritization
- Led the redesign of the Friends and Payment pages based on feedback from active users and A/B testing results
- Researched the mental health app market to develop strategies for improving user acquisition and retention

Santa Cruz Mountains Art Center
UI/UX Designer - Contractor | Nov 2023 - Jun 2024
- Led the end-to-end design of an event management mobile app to replace the nonprofit's paper sign-up process, streamlining event organization and volunteer coordination
- Collaborated with a cross-functional team of a project lead and 6 developers, incorporating stakeholder feedback across iterative design cycles
- Launched the app on the App Store, enabling the nonprofit to onboard members seamlessly

Tech4Good @ UCSC
UX Design Lead | Jul 2023 - Dec 2023
- Mentored a team of designers, delegating tasks and providing feedback on project deliverables
- Led the design of a web application that supports career exploration for students across Santa Cruz County schools
- Developed and defined metrics with stakeholders to qualify the project for the CORE grant

LEADERSHIP EXPERIENCE

Chinese Student Association of UCSC
House Head | May 2022 - May 2023
Public Relations Chair | Apr 2021 - May 2022

SKILLS

Design
UI/UX Design
Visual Design
Wireframing
Prototyping
User Flows
User Personas
Storyboarding

Research
User Research
User Interviews
Usability Testing
User Surveys
Competitive Analysis
Data Analysis

Tools
Figma
HTML/CSS (Basic)
Google Workspace

Other Skills
Stakeholder Management
Cross-functional Collaboration
Project Management

EDUCATION

University of California, Santa Cruz
Cognitive Science B.S. | Oct 2020 - Mar 2024
- **Concentration:** Artificial Intelligence and Human-Computer Interaction