

Ernest So

UI/UX Designer

Alameda, CA

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EXPERIENCE

UCSC Blueprint

UI/UX Designer | Nov 2023 - Present

- Designed an event scheduling mobile application for the Santa Cruz Mountains Art Center
- Collaborating with designers, developers, and project leads to design mobile and web applications for nonprofit organizations
- Facilitating feedback sessions with stakeholders to ensure designs align with user needs

LePal.ai

UX Design and Research Intern | Sep 2024 - Nov 2024

- Conducted usability tests and identified key pain points of an AI-driven mental health mobile app
- Created personas and journey maps to define the target users and better understand their motivations
- Led the redesign of the friends page and payment page based on feedback gathered from existing users
- Researched the mental health app market to develop strategies for expanding the user base and improving user retention

Tech4Good @ UCSC

UX Research Lead | Jan 2024 - Mar 2024

- Mentored a team of designers to build their skills in UX research and design
- Created learning resources for a user experience research curriculum, including usability evaluation, experience prototypes, qualitative analysis and interviewing, presenting user research, etc.
- Reworked needfinding reports, problem statements, product briefs, and interactive prototypes from a previous community partner project

UX Design Lead | Jul 2023 - Dec 2023

- Led the design of a student portal web application to support career exploration for students across schools in Santa Cruz County for Your Future Is Our Business
- Developed and defined the metrics necessary for Your Future Is Our Business to qualify for the CORE grant
- Mentored a team of designers, delegating tasks and providing feedback on project deliverables

EDUCATION

University of California, Santa Cruz

Cognitive Science B.S. | Oct 2020 - Mar 2024

- **Concentration:** Artificial Intelligence and Human-Computer Interaction

SKILLS

Design

UI/UX Design

Visual Design

Wireframing

Prototyping

User Flows

User Persona

Storyboarding

Research

User Research

User Interviews

Usability Testing

User Surveys

Competitive Analysis

Data Analysis

Tools

Figma

Google Drive

Slack

Other Skills

Stakeholder Management

Cross-functional Collaboration

Project Management

LEADERSHIP EXPERIENCE

Chinese Student Association of UCSC

House Head | May 2022 - May 2023

Public Relations Chair | Apr 2021 - May 2022