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
- Designed a volunteer management web application that integrates the nonprofit's scattered sign-up, scheduling, and hour-tracking systems into a single platform
- Collaborated cross-functionally with eight developers and stakeholders to ensure designs align with user needs and technical feasibility

Santa Cruz Mountains Art Center
UI/UX Designer - Contractor | Nov 2023 - Jun 2024
- Led the end-to-end design of a mobile event management app that replaced the nonprofit's paper sign-up process, streamlining event organization and volunteer management
- Collaborated cross-functionally with a project lead and six developers, actively integrating stakeholder feedback into design iterations
- Anticipated improved operational efficiency and increased volunteer event attendance post-deployment

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 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
HTML/CSS (Basic)
Wix
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