

Ernest So

UI/UX Designer

EXPERIENCE

UI/UX Designer

A Tiger Cub | Aug 2025 - Present

- Designing a mobile app that strengthens intergenerational family relationships through storytelling, event planning, shared memories, and communication features
- Iterating on user flows and wireframes to define core functionality in close collaboration with the founder
- Establishing the app's design system and visual brand identity

UI/UX Designer - Contractor

Pajaro Valley Loaves and Fishes | Nov 2024 - Jun 2025

- Collaborated with a project lead, 8 developers, and nonprofit stakeholders to design and deliver an all-in-one volunteer management web application for 250+ volunteers, improving operational efficiency and volunteer coordination
- Organized weekly developer stand-ups and biweekly design reviews with the client to confirm technical feasibility, gather feedback, and iterate on requirements
- Created low-fidelity prototypes and high-fidelity prototypes with annotated flows to streamline developer handoffs

UX Design and Research Intern

LePal.ai | Sep 2024 - Nov 2024

- Conducted usability tests and synthesized findings to identify high-impact product pain points and prioritized fixes 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

UI/UX Designer - Contractor

Santa Cruz Mountains Art Center | 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 to refine features
- Launched the app on the App Store and coordinated onboarding support for initial users

Alameda, CA

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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
Mobile Design
Web 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

Others

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