

Ernest So

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EDUCATION

University of California, Santa Cruz

BS in Cognitive Science

Santa Cruz, CA

October 2020 - March 2024

- Concentration: Artificial Intelligence and Human-Computer Interaction

EXPERIENCE

LePal.ai

UX Research and Design Intern

Remote

September 2024 - November 2024

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

UCSC Blueprint

UI/UX Designer

Santa Cruz, CA

November 2023 - June 2024

- Designed and prototyped an event scheduling mobile application for the Santa Cruz Mountains Art Center
- Collaborated cross-functionally with a project lead and six developers, actively integrating stakeholder feedback and refining the design to meet the needs of Santa Cruz Mountains Art Center's staff and users

Tech4Good @ UCSC

UX Research Lead

Santa Cruz, CA

January 2024 - March 2024

- Delegated and provided guidance to skill-building design user research team as a lead
- Created learning resources for a user experience research curriculum: usability evaluation, experience prototypes, qualitative analysis and interviewing, presenting user research, etc.
- Reworked community partner needfinding reports, problem briefs, product briefs, and interactive prototypes from a previous project

Tech4Good @ UCSC

UX Design Lead

Santa Cruz, CA

July 2023 - December 2023

- Led and mentored a team of designers, providing guidance and feedback on project deliverables
- Designed a student portal web application for Your Future Is Our Business to support students' career exploration across schools in Santa Cruz County
- Developed community consultancy modules, encompassing strategy, metrics, data collection, and visualization

DESIGN PROJECTS

SCMAC Volunteer

UX Designer

November 2023 - June 2024

- Designed an event management mobile application that streamlines the volunteer event sign-up process for the Santa Cruz Mountains Art Center
- Anticipated increased volunteer event attendance and improved operational efficiency post-deployment

SubjectJoy

UX Designer

September 2023 - December 2023

- Designed a career exploration mobile application to help students discover and learn about various career fields that they are passionate about
- Implemented many collections of short and simple career-based games for users to learn about different careers through a fun and educational experience

Flora

UX Design Lead

April 2023 - June 2023

- Led the design of a personal wellness mobile application to help individuals with anxiety improve their social skills and establish meaningful connections within their community
- Created features for gradual exposure through completion of small tasks to encourage users to step out of their comfort zones

SKILLS

User Experience Design, User Interface Design, Visual Design, Mobile Design, User Research, User Interviewing, Competitive Analysis, Wireframing, Prototyping, User Flows, User Personas, User Journey Maps, Usability Testing, Data Analysis, Leadership, Stakeholder Management, Cross-functional Collaboration, Project Management, Figma