

# Ernest Son

Hello! I'm a **Sr UX Designer** who brings a unique story - in a past life I was a hybrid mechanical engineer/ industrial designer. That experience enables and fuels an innate desire to understand people and their situations, craft fulfilling solutions, and continuously improve those solutions. I am looking to apply my skills as a Sr Designer!

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## EXPERIENCE

### Cardlytics — Sr UX Designer

Mar 2020 - Oct 2020

Focused on data visualization, asset approval tools, and service design applications. Responsible for conducting research, interaction and visual design.

### Autotrader — Sr UX Interaction Designer

Mar 2017 - Mar 2020

Squad lead for user account mgmt and personalization-focused products. Responsible for research/discovery, interaction design, and delivery.

### Enginuity Works — Mechanical Designer (contract)

2015 - 2016

Design lead for an industrial camera enclosure and childrens' sleep aid. Responsible for competitive analysis, stakeholder interviews, 3D modelling, and client relations.

### Coca-Cola — Principal Mechanical Designer (contract)

2013 - 2014

Designer with the Freestyle team. Responsible for ideation, proof of concept, and validation. Served as a mentor to two junior designers.

### Newell Brands — Advanced Concepts Designer

2011 - 2013

Hybrid designer/engineer that focused on research (user, product, IP, technology), ideation, and MVP creation via CAD and rapid prototyping technologies. It was my goal to build a strong case in technological, financial, and consumer viability.

## SKILLS

Research  
Usability Testing  
Ethnographic Studies  
Competitive Analysis  
Personas  
Task Analysis  
Journey Maps  
Prototyping  
A/B Testing

## TOOLS

Figma  
Sketch  
Axure  
Invision  
Optimizely  
Framer  
HTML/CSS  
React/Vue/native JS

## ACCOMPLISHMENTS

NN/g Certified in UX  
IxDA board member

## EDUCATION

Univ of Tennessee, BSME  
1994