



Hello, I'm Loretta So

A Product Designer and Illustrator

Available for work

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LINKS

LinkedIn

Instagram

SOFTWARE

FIGMA

UX | UI

MIRO

ADOBE

ILLUSTRATOR

PHOTOSHOP

SKETCH

FRAMER

DESIGN

UX | UI

Discovery & Research

Design System

Prototyping

A/B Testing

Mobile & Web

Data Mapping

Information Architecture

DESIGN PROMISE

Full-Stack User Experience Designer focused on creating products that are both visually appealing and user-friendly.

EXPERIENCE

CVS Health April 22 - Present
UX UI Product Design Manager

- Collaborate with project managers, stakeholders, engineers, and architects to enhance both existing and new CVS applications.
- Lead discovery efforts, including research, stakeholder interviews, and data analysis, to inform functional desktop and mobile design solutions.
- Streamline the Audit Management project by designing an automated solution to replace manual audit requests, ensuring the project meets its target launch date.
- Partner with architects to identify legacy data sources and map data extraction processes for new application builds.
- Validate designs through continuous engagement with internal and external stakeholders, including Audit Management, ENAR, EWF, Developer Ecosystem, REGS, and Order Entry teams.
- Conduct user research, develop user flows, and iterate designs for ENAR, a subscription-based platform enabling physicians to order medical equipment and formulas.
- Mentor junior designers in human-centered design processes and research methodologies throughout the design lifecycle.
- Author test scripts and conduct usability testing for the Developer Ecosystem Application across web, Java, brownfield, and .NET developers, synthesizing feedback to identify pain points and next steps.
- Conduct contextual observations for FAF-to-code network setups in PSM products, delivering system architecture maps and insights for future solutions.

BOEING July 19 - April 22
Senior UX UI Designer

- Led the design lifecycle for Boeing's "Search to Find" user journey, including research, ideation, testing, and final delivery.
- Facilitated research sessions with product experts to gain insights into business complexities and user needs.
- Conducted competitive analysis, developed personas, created wireframes and prototypes, and performed taxonomy exercises to inform design decisions.
- Developed a modern design system that enhanced accessibility and visual hierarchy, ensuring consistency across Boeing applications.
- Redesigned Jeppesen's "Buy Avionics Database" user journey by incorporating customer surveys, A/B testing, and iterative design improvements.
- Supported redesigns for Jeppesen's subscription experiences, increasing conversion rates from 9% in June to 19% in November through Tableau tagging and customer feedback analysis.

Open Garden Aug 18 - July 19
UX UI Designer

- Designed the Open Garden app for Android and iOS, from initial concept through development.
- Created interactive prototypes and conducted A/B testing to refine design solutions.
- Designed in-app graphics, promotional assets, marketing pages, emails, and product packaging.
- Developed onboarding animations using After Effects to enhance the user experience.

EDUCATION

UCD **University Of California Davis** Sept 04 - June 08
BA International Relations & Fashion Design