Ernest Son

Lead Product Designer

Atlanta, GA
678-770-2818
ernestleeson@gmail.com
www.ernestleeson.com

DIGITAL PRODUCT EXPERIENCE

Home Depot
Staff Product Designer | June 2025 - Present

Design Lead For B2C/B2B Software For Tradespeople

- Helped garner new users to the program and increase revenue by $6M in under 6 months
- Planned and led multiple design sprints for the balanced team, leading to user validated improvements
- Leading charge to investigate, tinker, and document interactions with AI design tools (Claude, Gemini, Figma Make)

Honeywell
Lead Product Designer | 2022-2024

Enterprise Software For Industrial And Office

- Improved building management product SUS score by 30 points in under 6 months
- Built and reviewed components for the design system
- Established DesignOps processes and documentation
- Mentored 2 junior designers, measuring personal outcomes

AKQA
Lead Product Designer | 2021-2022

Agency partnered with Delta Airlines and Masters Golf

- Reduced context switching for over 100 customer service specialists
- Increased user efficiency by removing dominant repeated tasks on customer service app
- Created strategy blueprint to improve product direction
- Led 5 contextual inquiries at Delta's Dallas hub, uncovering key insights

Cardlytics
Sr UX Designer | 2020

B2B Martech company partnered with 4 largest US banks

- Improved task efficiency by 75% on service design tool
- Enhanced approval workflows, boosting efficiency by 25% on service design tool
- Developed a design brief template, improving requirements-gathering processes for UX group

Autotrader (Cox Automotive)
Sr UX Designer | 2017-2020

Car classifieds aggregator, B2C

- Launched filter components, increasing conversions by 10%
- Delivered A/B-tested article designs, resulting in a 20% conversion rate increase
- Created comprehensive product strategy documentation to guide decisions and outcomes

SPECIALTIES

Research

Strategy

Ideation

Interaction Design

Mechanical Design

No/low-code dev

3D modeling

Mentorship

SOFT SKILLS

Collaborative

Easy to work with

Adaptable

Impact driven

APPLICATIONS

Figma/FigJam

Webflow

Framer

JIRA

Airtable

Adobe Creative Suite

Sketch

CERTIFICATIONS

NNg UX Certified

Luma Institute HCD Certified

EDUCATION

University of Tennessee, BSME