

Lucas Velasco

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EDUCATION

University of California, Davis, College of Letters and Science

Davis, CA

B.S., Major in Cognitive Science (Computational Emphasis); Minor in Computer Science

Expected June 2026

- Relevant Coursework: Engineering Problem Solving, Data Structures, Algorithms, & Programming, Programming and Problem Solving, Object-Oriented Programming, Research Methods in Cognitive Science, Probability & Statistical Modeling for Computer Science, Machine Learning

EXPERIENCE

Planet Cents Inc.

Remote

Data Research/Web Design Intern

July 2025 - October 2025

- Applied AI-driven data processing in Google Sheets to collect and clean data on sustainable products, analyzing CO₂ emissions and water usage.
- Contributed to a user research initiative by creating and distributing a structured usability survey to 40+ participants, assessing navigation efficiency, visual appeal, and accessibility.
- Updated key sections of the company website to enhance usability, ensure design consistency, and improve overall user experience.

Artificial Intelligence Student Collective

Davis, CA

UX Research Associate

October 2025 - Present

- Conducted surveys, interviews, and usability tests to uncover user needs and deliver actionable insights for improving the club's services
- Evaluated recruitment patterns across 4 verticals through sentiment analysis and demographic data, creating impact measurement frameworks to improve selection equity and transparency.

Product Space

Davis, CA

Product Management Fellow

October 2025 - January 2026

- Ideated and planned development of a technical solution for YouTube to increase user engagement, rebuild community, and improve retention among a younger audience over an 8-week intensive cohort experience.
- Conducted user research with 25+ undergraduates and professors, identifying 3 key pain points that informed a product roadmap projected to increase user engagement and cultural relevance among younger audiences.
- Presented product strategy, wireframes, user flows, and go-to-market plan for our capstone project to industry product managers.

Design Interactive

Davis, CA

UX/UI Designer Fellow

March 2025 - June 2025

- Analyzed usability testing data and survey responses to inform design decisions and validate design improvements.
- Designed interactive wireframes and user flows in Figma with an emphasis on clear structure and scalable layouts.
- Iterated designs based on feedback to improve usability and content comprehension.

LEADERSHIP

Phi Gamma Delta

Davis, CA

Director of Philanthropy

September 2024 - Present

- Coordinated the second-ever week-long philanthropy for the Delta Chi chapter of over 60 students, pioneering an Island-themed event that included all social sororities and generated \$2000 in charitable proceeds for Empower Yolo.
- Organized quarterly philanthropy events to raise money for non profit organizations, such as the United Service Organization (USO) and Sacramento Children's Home.

Janet Pomeroy Recreation and Rehabilitation Center

San Francisco, CA

Volunteer Coordinator

June 2022 - August 2023

- Facilitated engaging arts and crafts workshops for individuals ages 6-22 with disabilities by planning and organizing activities, providing instruction, and assisting participants in completing projects.
- Trained teenagers and children in typing lessons at the Computer lab and tutored them in algebra and different math concepts.

PROJECTS

Cownect

Davis, CA

Lead Product Designer

June 2025 - September 2025

- Led the end-to-end design of a student-facing web platform that helps users discover clubs, internships, and events based on personalized interests
- Conducted competitive analysis and usability testing to inform an intuitive and user-centered design, then developed the front-end with React and Vite, implementing features such as club filters, an event calendar, and a personalized profile dashboard.