

# Oscar Lai

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## EDUCATION

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### University of California, San Diego (UCSD)

October 2014 - Present

Major: BS Cognitive Science specialization Human Computer Interaction

*Expected of June 2018*

## PROJECTS & RELEVANT EXPERIENCES

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### UX/UI Web Design

January 2017 – March 2017

*Café Bassam – COGS187b Pro Web Design*

- Worked with 4 other teammates to create a professional website for our client Café Bassam.
- With 2 other teammates we conducted user interviews to gain insight on user experience from potential competitors in order to create user scenarios and personas based off of them.
- As a team we ran a competitive analysis between five different competitor cafes.
- We then created a Creative Brief as a proposal for the foundation of the website along with a basic sketch outline of it.
- Using figma, Sketch, and Invision we created multiple high and low resolution wireframes for mobile and desktop view.
- Using a Bootstrap template we began to code our design into the website. For this part I mainly focused on the home and menu pages.

### UX Redesign

November 2016 – December 2016

*Jamz – COGS187a Usability and Information Architecture*

- Worked with 2 other teammates to create a redesign of a music for better user experience.
- Focused on three functions for the redesign creating, managing, and sorting playlists.
- We gathered info on user experience from user interviews and then creating case scenarios and personas for them.
- Ran a competitive analysis between 4 different music apps to see which functions would be best.
- Went through a design process of sketching out how our app would look like.
- Together we used Sketch to create wireframe screens and used Invision to make the prototype functional.

## SKILLS

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- Cooperative and work well with others
- Hard working and motivated individual
- Basic MATLAB, DrJava, Excelt, and JavaScript
- Proficient in HTML and CSS
- Wireframe + Prototype tools: some Balsamiq, Sketch, Invision, and Figma
- Proficient in spoken Chinese(Mandarin and Cantonese)

## INTERESTS

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- Design @ UCSD
- Intramural Basketball
- Ultimate Frisbee Club

October 2016 – Present

January 2015 – Present

November 2014 – April 2015