

# Oscar Lai

UX Design | UX Research | Product Design

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## WORK EXPERIENCE

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### Axos Bank, User Experience(UX) Design Intern

Summer 2018, San Diego, CA

Worked with product owners, content team, designers, developers and business units during rebrand. Delivered wireframes and prototypes for 4 main pages and updated company design style guide. Designed guided selling tool for better customer experience to increase conversion rates.

### Outwork Labs, User Experience(UX) Design Intern

Summer 2017, San Diego, CA

Brainstormed and evaluated functionality of websites and user onboarding experience and communicated findings to clients. Created wireframes and used internal templates & assets like Wordpress to create 2 customized client-facing designs.

## PROJECTS

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### Guided Selling, Product Design

Summer 2018

A responsive web application that recommends bank products tailored to the customers's personal needs. Created user flows and mockups. Conducted usability test for feedback and presented to 2 stakeholders and the Chief Digital Officer of Axos bank.

### Urban Outfielders, Interaction Design

Spring 2018

A mobile app focused on increasing social interaction at a live Baseball game. Conducted field study to discover user personas and scenarios. Created interactive MVP for testing and used feedback to create UI screens for final high fidelity prototype.

### Cafe Bassam, Web Design & UX Research

Winter 2017

A responsive web application for a coffee shop in downtown San Diego. Conducted 4 user interviews to create user personas and scenarios. Evaluated usability and information architecture of 5 competing websites. Designed and developed Home and Menu pages of website.

### Adamas, UX/UI Design & Research

Winter 2018

A mobile app design focusing on health conscious. Conducted 3 user interviews and field research. Created storyboards and surveys to identify pain points. Created design language system for the app. Created wireframes and mockups for the app and presented the idea for feedback.

## EDUCATION

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### UC San Diego

B.S. Cognitive Science,  
Human Computer Interaction

June 2018

## SKILLS

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### Design

Prototyping  
Sketching & Wireframes  
Storyboarding  
Concept "Speed Dating"  
Competitive Analysis  
Information Architecture  
Information Hierarchy  
Usability Testing  
Heuristic Evaluation  
User Research  
User Personas & Scenarios  
User Interviews  
User Flows  
Moodboards

### Tools

Sketch  
Invision  
Adobe XD  
Figma  
HTML/CSS  
WordPress  
A/B Testing  
Excel  
Unbounce

### Languages

English  
Mandarin  
Cantonese