Oscar Lai

UX Design | UX Research | Product Design

oscarlaii.com
laioscar96@gmail.com
(415)418-0744

WORK EXPERIENCE

Axos Bank, User Experience(UX) Design Intern
Summer 2018, San Diego, CA
Worked cross functionally with product owners, content teams, designers, developers and business units during rebrand process. Delivered wireframes and prototypes for 4 main pages and updated company style guide. Designed guided selling tool for better customer experience and 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 with clients. Created lofi wireframes and then used internal templates & assets like Wordpress to create customized client-facing designs.

PROJECTS

Guided Selling, Product Design
Summer 2018
A responsive web application that focuses on helping customers solve their needs by recommending bank products tailored to their personal needs. Created user flows and low to high fidelity mockups. Conducted usability test for feedback and presented to stakeholders.

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 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 local coffee shop in downtown San Diego. Conducted user interviews to create user personas adn scenarios. Evaluated usability and information architecture of 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. I conducted user interviews and field research to identify user needs. Created storyboards and surveys for interview sessions to identify pain points. Created design language system for the app using a moodbaord to discover colors. Created wireframes and mockups for the app and presented the idea for feedback.

EDUCATION

UC San Diego
B.S. Cognitive Science, Human Computer Interaction
June 2018

SKILLS

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