Oscar Lai

UX Design | UX Research | Product Design

"I believe designing with empathy can fill the gap between business goals and user needs"

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WORK EXPERIENCE

Axos Bank, User Experience(UX) Design Intern
Summer 2018, San Diego, CA

Redesigned 4 main pages and 6 components to internal design style guide. Designed the guided selling tool for better customer experience. Worked with product owners, content, designers, developers and business units during rebrand.

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 Wordpress to create 2 customized client-facing designs.

PROJECTS

Guided Selling, Product Design
Summer 2018

A responsive web application that recommends bank products tailored to customer needs. I used the human centered design process and then conducted a usability test and presented to stakeholders and the Cheif Digital Officer.

Urban Outfielders, Interaction Design
Spring 2018

A mobile app focused on increasing social interaction at a live Baseball game. Lead designer from ideating to creating mvp and wireframes and presented to the whole class. Earned top 5 ranking for best designed app ideas in the class.

Cafe Bassam, Web Design & UX Research
Winter 2017

With a team of 4 others, we used a human centered design approach to design and develop a responsive website for a local coffee shop in San Diego. I had weekly meetings with our client and I designed and developed the Home and Menu pages.

Adamas, UX/UI Design & Research
Winter 2018

A mobile app using human centered research and design focusing on health conscious. Has 4 main functions, fridge option to store healthy foods, scanner to see if foods are healthy, calorie tracker, and a healthy recipes library.

EDUCATION

UC San Diego

B.S. Cognitive Science, Human Computer Interaction
June 2018

SKILLS

Design
Prototyping
Sketching & Wireframes
Information Hierarchy
Moodboards
Interaction Design
Web Design
Landing Pages

Research
User Interviews
User Research
User Flows
User Personas & Scenarios
Storyboarding
Concept "Speed Dating"
Competitive Analysis
Information Architecture
Usability Testing
Heuristic Evaluation
A/B Testing

Languages
English
Mandarin
Cantonese

TOOLS

Sketch & Invision
Adobe XD
Figma
HTML/CSS
WordPress
Excel
Bootstrap