





Oscar Lai

Product Designer

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

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WORK EXPERIENCE

Hitachi Vantara — Product Designer

April 2019 - present, Santa Clara, CA

- Lead designer for Lumada Maintenance Insights leading to continuous collaboration with customers on extended features.
- Led redesign for Lumada Manufacturing Insights leading to reduced development time and more consistent designs.
- Worked across multiple IOT products collaborating crossfunctionally with other designers and stakeholders for multiple release cycles.
- Led 3 customer inception workshops and participated in 4 internal workshops with senior leadership to create vision glimpse for high level problems (Asset/Model Management, Unified Manufacturing, Edge Intelligence)
- Contributed 10+ design components to overall design system.
- Managed 2 other UX designers.

Axos Bank — UX Design Intern

June 2018 - September 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 — UX Design Intern

June 2017 - October 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

ASSIST — Product Designer

June 2020 - October 2020

- Worked with Hitachi Ltd to create a vision glimpse for a project in the energy practice field to use as proof of concept to customers.
- Conducted stakeholder feedback and interview sessions.
- Created persona cards, flows, user journeys and mockups.

Guided Selling — Product Designer

July 2018 - September 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 Chief Digital Officer.

EDUCATION

UC San Diego

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

SKILLS

Design

UX/Product Design
Service Design
Prototyping
Sketching & Wireframes
Information Hierarchy
Information Architecture
Moodboards
User Flows

Research

User Research
User Personas
User Journeys
Behavior Sciences
Competitive Analysis
Usability Testing
Heuristic Evaluation
A/B Testing

Languages

English
Mandarin
Cantonese

TOOLS

Adobe XD
Sketch
Figma
Miro
HTML/CSS
Jira