

# Oscar Lai


Product Designer

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

 oscarlaii.com

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## WORK EXPERIENCE

### Hitachi Vantara — Product Designer

April 2019 - present, Santa Clara, CA

- Lead designer for Lumada Mining Insights and Manufacturing Insights, oversaw roadmap, requirements gathering, and owned design problems end to end.
- Worked across multiple products collaborating with designers to conduct interviews, create flows, user journeys and mockups.
- Engaged in customer inception workshops to identify pain points and needs with other cross functional teams.
- Analyzed post launch user data to identify opportunities to improve user experience.

### 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

### Guided Selling — Product Design

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.

### Urban Outfielders — Product Designer

April 2018 - May 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.

## 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  
Moodboards  
Interaction Design  
User Flows

### Research

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

### Languages

English  
Mandarin  
Cantonese

## TOOLS

Adobe XD  
Sketch  
Figma  
Miro  
HTML/CSS