

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 - October 2020, Santa Clara, CA

- Lead designer for Lumada Maintenance Insights and Manufacturing Insights, oversaw roadmap, requirements gathering, delivery, and owned design problems end to end.
- Worked across multiple IOT products collaborating with designers to conduct interviews, create flows, user journeys and mockups.
- Led 4 customer inception workshops to identify pain points and user needs with other cross functional teams.
- Analyzed post launch user data to identify opportunities to improve user experience and present to stakeholders.
- 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

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.

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