

# 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 resulted in reduced development time and more consistent designs.
- Worked on multiple IOT and storage products collaborating crossfunctionally with other stakeholders for multiple release cycles.
- Led 3 customer inception workshops and participated in 5 internal workshops with senior leadership to create vision glimpse for high level problems (Asset/Model Management, Unified Manufacturing, Edge Intelligence, hardware storage)
- Contributed 10+ design components to overall design system.
- Managed a team of 2 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.
- Collaborated 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

- Partnered 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.
- Utilized the human centered design process and conducted a usability test to present 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