

# Oscar Lai

Senior Product Designer

## Education

UC San Diego Sep 2014 – Jun 2018  
B.S. Cognitive Science, Human Computer Interaction

## Employment

New Relic - Senior Product Designer Jan 2021 – Nov 2024

- Led design efforts in across observability including APM, Browser, Mobile, OpenTelemetry, and Collaboration before transitioning to lead the Alerts & AI platform.
- Led the redesign of Alerts in the detection configuration space. Delivered over 10+ features including redesigned Alert condition builder, compute management, forecast alerts, and improved conditions/policies list.
- Played a key role in tiger teams for design triage, addressing complex use cases across the platform, ensuring scalability and consistency in the solutions.
- Design systems champion, aligned design teams and stakeholders by advocating for the design system, ensuring adoption, and facilitating the contribution process.
- Led research studies to ensure design solutions enhance product usability and user satisfaction.
- Mentored 2 summer interns, providing guidance on design processes, user research, and feature development.

Hitachi Vantara - Product Designer Apr 2019 – Dec 2020

- 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 cross-functionally with other stakeholders for multiple release cycles.
- Led 3 customer inception workshops and 5 internal workshops with senior leadership to create vision glimpse for high level problems (Asset and Model management, Unified manufacturing, Edge intelligence, Hardware storage)
- Contributed 10+ design components to overall design system.
- Managed a team of 2 UX designers.

## Skills

### Design

UX/Product design  
Prototyping  
Sketch & wireframes  
Information hierarchy  
Information architecture  
Moodboards  
User flows

### Research

User research  
User personas  
User journeys  
Competitive analysis  
Usability testing  
User interviews  
A/B testing

## Tools

Figma  
Userzoom  
Jira  
Miro/Mural

## Contact

Portfolio: [oscarlaii.com/home.html](https://oscarlaii.com/home.html)  
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