

SIMON DAI

Sr UX Design



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WORK EXPERIENCE

Oak Street Health / Sr UX Designer

2021 – PRESENT, CHICAGO, IL, USA

- Currently integrating new design processes into an existing software development process, designing fully functional interactive prototypes and wireframes with Axure and Invision, conducting UX studies (first click tests, focus groups, user interviews) to help guide design decisions, and utilizing analytics to improve user experience.
- I am tasked with creating internal tools for our EMR Canopy platform that empower our clinics and providers to do their best work and improve patient outcomes

Petronics / Product Design Lead (Startup/Contract)

2016 - 2018, CHAMPAIGN, IL, USA

- Lead designers and development team to design pet robots, creating professional industrial design and IOS and Android control applications for start-up companies
- The robot I designed won the Red Dot International Award and helped the start-up company successfully obtain financing
- I created this robot from sketch to model design, production, communication with manufacturers, adjustment, and improvement of product requirements
- I also take care of product UI, manipulation heuristic analysis, wireframe, user flow, conceptual draft, and visual design

Nike / UI, UX, and Industrial Designer

2010 - 2014, BEAVERTON, OR, USA

- Develop new designs for various sports products
- From industrial design to product design, I work closely with Nike's research and development departments
- I make UI designs for Nike Run Club Mobile Applications, including branding and illustrations. I also conduct UX Quality Assurance Testing for Nike's website
- Cooperation with engineers works together to optimize the user experience process of the Nike product

AWARDS AND HONORS

MENTOR, AIGA (American Institute of Graphic Arts)

MEMBER, IDSA (Industrial Designers Society of America)

Ph.D. ENGINEER AWARD

(University of Canterbury, New Zealand)

iF PRODUCT DESIGN AWARD (Share-Pot, Germany)

RED-DOT DESIGN AWARD (Mousr, USA)

US HUMAN RIGHTS CAMPAIGN ILLUSTRATION SCHOLARSHIP (USA)

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN JAMES AVERY SCHOLARSHIP & FELLOWSHIP (USA)

PROFESSIONAL EDUCATION

University of Canterbury

Ph.D. Human-Computer Interaction, Ph.D

PRESENT, NEW ZEALAND

University of Illinois at Urbana-Champaign

Master of Fine Arts (Product Design), MFA

Auburn University

Bachelor of Industrial Design, BID

SKILLS

PRODUCT DESIGN:

- **PRODUCTS:** illustration & UI graphics • Strategy & vision presentations • User flows • Concept sketches • Wireframes & mockups with Sketch & Illustrator • Motion design with Principle & After Effects • Production redlines • Style guides & pattern library
- **PROTOTYPING:** Rapid prototyping using Keynote & Invision • Interactive flow with HTML/ CSS/ JS • Frameworks (Polymer, Backbone, Socket, Angular) & APIs
- **RESEARCH:** Data analysis (AppAnnie, Analytics) • Task analysis & persona hypothesis • A/B Testing & Experiment • Cafe & diary study • Cognitive walkthrough
- **COLLABORATION:** Organizing workshops • Facilitating design critique • Self Starter • Detail-oriented • Flexible • Communicative

INDUSTRIAL DESIGN:

- Participated in several industrial design projects such as Share Pot and Air Pet, won several international design awards, combined industrial design, and interactive engineering to become a diversified talent and technology
- Driven and determined, good at dealing with customers, obtaining various information about design
- Strong communication skills, both written and verbal, research design and buyer's visual needs, cooperate with different departments
- Good negotiating and interpersonal skills, participate in exhibitions, and communicate with potential users and manufacturers
- A creative approach to new campaigns, to establish the correlation between product appearance and functional characteristics with high standard of computer literacy, modify and update products that meet the needs of users and the company