

KATHLYNN LUI

Hello! I'm Kathlynn Lui. **UI/UX Designer** at Conversion Digital.
This is my design portfolio, showcasing the projects I've worked on over the past year.

Main tools used: Figma, Sketch, Invision, Axure

kathlynn@kathlynnlui.com



Client: Carpet Call

Project: Redesign and streamline existing site, with new design-yourself products

The mobile version of the Carpet Call website features a prominent 'MEGA RUG CLEARANCE' banner at the top left. Below it, there's a section for 'FLOOR CARE ACCESSORIES' featuring a robot vacuum cleaner. The main navigation bar includes links for Carpet, Hard Flooring, Rugs, Blinds, Shutters, Accessories, and Promotions. A large promotional image for 'Urban Twist' carpet is displayed in the center, followed by a 'Features' section listing Family Friendly, UV Treated, Antistatic Protection, Durability, Stain Resistant, Heavy Duty Performance, Environment Friendly, and Easy Cleaning.

This mobile screenshot shows the detailed product page for 'Urban Twist' carpet. It includes a large image of a living room with the carpet installed, a color swatch selector, and a 'Find Your Nearest Store' search bar. The page also lists the product's features: Family Friendly, UV Treated, Antistatic Protection, Durability, Stain Resistant, Heavy Duty Performance, Environment Friendly, and Easy Cleaning.

This mobile screenshot shows another view of the Carpet Call homepage, specifically the 'Rugs' section. It features a large 'MEGA RUG CLEARANCE' banner and a product card for the 'ACORN' rug, which costs \$60.00/sqm. The page includes a 'Calculate area required' button and a 'PICKUP ONLY' option.

This mobile screenshot shows the Carpet Call homepage again, this time focusing on the 'Hard Flooring' section. It displays a large image of a wooden floor sample and a 'PICKUP ONLY' button. The page includes a 'Calculate area required' button and a 'PICKUP ONLY' option.

This mobile screenshot shows the 'RUGS' category page. It features a large image of a rug, a brief description encouraging users to add warmth and comfort, and a list of available items (367 items). The page includes a 'Chat now' button and standard navigation links.

This mobile screenshot shows a specific rug product page for 'ALPINE'. It displays the rug's image, its product code (APL1112.55), and a financing offer through Openpay. It also includes a 'Available Sizes' dropdown and a 'QUANTITY' input field.

This mobile screenshot shows the 'Design & order your double roller blind' tool. It allows users to measure their windows for two roller blinds. The interface includes fields for Room Name, Width, and Drop for both 'Roller Blind 1' and 'Roller Blind 2'. It also includes sections for 'Select Fabric Type (back blind)', 'Measuring Type', and various configuration options like 'Motorised' and 'Front Roll (Reverse)'.

This mobile screenshot shows the Carpet Call homepage with a large 'CARPET' banner. Below it is a placeholder for a subheading about wall-to-wall carpeting. The page includes a 'FILTER BY' section with categories like Colours, Blinds, Shutters, and more.



Client: adultshop.com

Project: Redesign and streamline existing eCommerce site

The homepage features a prominent 'TRYST v2' advertisement for a bendable multi-erogenous silicone massager. Below the ad, there's a 'Shop by category' section with four main categories: FOR HER, FOR HIM, FOR COUPLES, and FOR ALL, each accompanied by a small image. The navigation bar includes links for Best Sellers, Sex Toys, Sale, Anal, Bondage, Lingerie, Lubes & Essentials, and Fun & Sexy Gifts.

This version of the homepage has a minimalist design with geometric shapes (circles, squares, triangles) scattered across the background. It includes sections for delivery options (Plain package delivery, FREE \$20 voucher, Free Delivery), a 'Shop by category' section, and a 'Shop by category' grid at the bottom.

The mobile version of the homepage displays a grid of four categories: TOYS FOR HER, TOYS FOR HIM, TOYS FOR COUPLES, and TOYS FOR ALL, each with a representative image.

This mobile view is similar to the previous one, showing a grid of four categories: TOYS FOR HER, TOYS FOR HIM, TOYS FOR COUPLES, and TOYS FOR ALL.

A detailed product page for a Frederick's Of Hollywood 20 Function Rechargeable Bullet Vibrator. It shows the product image, price (\$159.95), rating (4.5 stars), and purchase options (Add to Cart, afterpay, zip). The page also includes a 'Back to Bullets' link and a sidebar with other bullet vibrators.

A detailed product page for a Frederick's Of Hollywood 20 Function Rechargeable Rabbit Bullet Vibrator. It shows the product image, price (\$159.95), rating (4.5 stars), and purchase options (Add to cart, afterpay, zip). The page includes a 'Back to Bullets' link and a sidebar with other bullet vibrators.

A desktop view of the same product page for the Frederick's Of Hollywood 20 Function Rechargeable Rabbit Bullet Vibrator. It includes a detailed product description, a 'Frederick's Of Hollywood 20 Function Rechargeable Bullet Vibrator' section, and a 'adultshop.com also recommends' sidebar with related products like EROS Aqua Sensations Lubricant and Adultshop.Com Lockable Vibrator Storage Bag.

A desktop view of the same product page for the Frederick's Of Hollywood 20 Function Rechargeable Rabbit Bullet Vibrator. It includes a detailed product description, a 'Frederick's Of Hollywood 20 Function Rechargeable Rabbit Bullet' section, and a 'adultshop.com also recommends' sidebar. The page also features a 'Product Description' section with icons for A Must Have Item, Female Friendly, Great Gift Idea, Non-Toxic, Our Staff Love, Rechargeable, Shower Proof, and Silicone.



Client: Richgro

Project: Redesign existing site with new eCommerce functionality

A weed free garden naturally with Beat-A-Weed Natural WeedKiller

WE CAN MAKE YOUR GARDEN HAPPIER

GARDEN PROBLEM SOLVER

Odio morbi quis commodo odio aenean sed adipiscin diam donec adipiscin.

Garden Calendar

Browse by Month or Season

Gardening for Summer >

December >
January >
February >

Gardening for Autumn >

March >
April >
May >

Gardening for Winter >

June >
July >
August >

Gardening for Spring >

September >
October >
November >

Problem Solver

Search by Problems

Diseases Weeds Soil Pests

Bindi
Bindi is an annual weed. It establishes from seed in Autumn, grows actively through Winter, and flowers in Spring. Resolution The trick to stopping...

Blackberry
Blackberry is regarded as one of the worst weeds in Australia because of its invasiveness and potential for spread. Bushes grow actively late spring...

How to Grow

How to Videos

Frequently Asked Questions

HOW TO GROW

Fruits & Citrus > Seeds & Cuttings > Potted Garden > Native Garden > Roses > Vegetables >

Organic & Natural Garden > New Lawn >

GARDENING FOR SPRING

Get your latest Gardening Tips for Spring!

Pest Weeds • Prune • Feeding • Planting

REQUIREMENTS CALCULATOR

how much do I need?

For your Pots, Garden or Lawn, enter the dimensions of the area or pot size and hit Calculate.

Product Name

Length (metre) Length (metre)

I know the size in square metres

CALCULATE

Note: Guide only. Refer to pack for usage rates.

ZERO WASTE COUNTDOWN

Our ongoing sustainability commitment in diverting waste from landfill through our Anaerobic Digester Plant.

PLASTIC METAL CARDBOARD PAPER ORGANIC



Client: StayCentral

Project: Redesign and streamline existing site on a new framework

The mobile landing page features a large banner image of a modern living room. Below it, a search bar allows users to input arrival and departure dates and guest count. A prominent 'SEARCH' button is at the bottom. The 'FEATURED PROPERTIES' section displays several thumbnail images of different apartments.

This mobile screen shows a search interface with date and guest filters. Below is a map of Melbourne with pins indicating property locations. To the right, a grid of property cards shows thumbnails and details for Dockland Delights, StayCentral on George, Luxurious Mansion Rosanna, Essendon Escape, and StayCentral on George.

A mobile view of the search results page, focusing on the 'FEATURED PROPERTIES' section. It highlights 'Over 1000 Reviews' and 'Google 4.5 stars'. It lists Dockland Delights, StayCentral on George, Luxurious Mansion Rosanna, Essendon Escape, and StayCentral on George again.

A detailed view of a single property card for 'Essendon Escape'. It includes a large image of the interior, a summary table with guest info, a amenities list (Parking, Free wifi), a location map, and a 'BOOK NOW' button.

A detailed view of a property listing for 'Northcote Hill (Northcote)'. It shows a large image of the interior, a summary table with guest info, a amenities list (4 guests, Swimming Pool, 4 Bathrooms, Free Wifi, Gym, Parking), a location map, and a 'BOOK NOW' button.

Another detailed view of the same property listing for 'Northcote Hill (Northcote)'. This version includes a larger image of the interior, a summary table, a amenities list, a location map, and a 'BOOK NOW' button.

A mobile view of the search results page featuring a mix of property cards and promotional banners. The banners include 'Melbourne Serviced Apartments' and 'Over 1000 Reviews'. The property cards show Dockland Delights, StayCentral on George, Luxurious Mansion Rosanna, Essendon Escape, and StayCentral on George.



Client: Airsan

Project: Brand new designs for brochure site, eCommerce site, dashboard and mobile app

A Fresh Approach to Hygiene

Clean air is critical for wellbeing in the washroom. To ensure the unit is delivering clean air to specifications, the air quality is constantly monitored.

LEARN MORE

Leading in the industry

Designed with the latest technology

Véit ut tortor pretium viverra suspendisse potenti nullam ac tortor vitae purus feaudibus ornare suspendisse sed nisi lacus sed viverra tellus in hac habitasse platea dictumst vestibulum.

Products

Sort by: Best Selling

ALL PARTS MACHINES

AMF Cartridge \$199 Air Management Filter \$299 Booster Cartridge \$249 Sanitizer Dispenser \$199

AMF Cartridge Pad Anti-Bacterial Protection \$199 AMF Cartridge Pad Anti-Bacterial Protection \$199 AMF Cartridge Pad Anti-Bacterial Protection \$199 AMF Cartridge Pad Anti-Bacterial Protection \$199

Air Management Filter \$199.00

Availability: IN STOCK

Quantity: 1

ADD TO CART

Intelligent Design Minimises maintenance costs

Easy Setup Automated on-boarding process

5 years warranty Manufacturer's warranty against defects

Utilising the world patented and independent laboratory certified Intelligent Air Management system, the triple layer AMF traps and eliminates up to 99.9% of airborne pathogens including bacteria, moulds and fibre dust.

This ensures the internal systems and air being dispensed onto hands and into the washroom remains clean and hygienic as well as significantly reducing the transfer of infectious diseases in public places.

The AMF is active for up to 6 months in a standard traffic area before replacement is required. RFID intelligence allows for on screen and system level notifications for smart control, extending machine life and streamlining maintenance.

Dashboard

72 machines | 14 locations | 9 executive resellers | 107 customers

All Machine Locations

Consumable Levels

Usage Trends

Machines

Machine Details

Owner Contact Details

Machine Location

Machine Status

Consumables Capacity

Warranty

Men's Toilet Type V Dryer

Machine control Machine details

Machine Status

Consumables Capacity

Warranty

Sign In

Email Enter your email

Password Enter your password

Forgot password?

Sign In

Or sign in with:

Apple Google Facebook Microsoft

Don't have an account? Sign up with email



Client: Fingo Finance

Project: Landing page designs for various campaigns

FREE QUOTE

go with freedom on an operating lease

Choose our smart, competitive and innovative operating lease solution that can adapt to your business' ever changing needs

[get a quote now](#) [schedule a chat](#)

over 5,000 happy customers and counting

Excellent
Based on 251 reviews

Given the current situation re COVID
17 hours ago

Leasing new car
22 hours ago

Excellent customer service and automotive lease packaging for my last three vehicles...
5 days ago

what is an operating lease?

It's an agreement between the lessee (you, the business), an administering company (us, Fingo) and the financier (the lessor) which allows the lessee the use and operation of the vehicle(s) whilst the ownership of the asset remains with the lessor during and after the agreed term.

- Lower risk
- No residual/balloon payments
- Long term options available
- Get access to new models and keep the same monthly payments
- Save on your tax

get a quote

Interested in an operating lease?
Please fill out the form below and we will contact you shortly.

First name * Last name *
Email * Mobile *
State *
-- Please Select --

Are you ready to maximise your savings??

car finance with freedom and more

Submit a quote and receive your free guide to car finance success.

[get a quote now](#) [schedule a callback](#)

only get a deal with these **7 amazing features!**

- best price
- your personal expert
- discounted rates
- tailored for you
- easy paperwork
- calculator
- happy customers

\$ best guaranteed price

Whatever the brand, whatever the cost, if it's new or used, dealer or private sale - choose with no restrictions.

Get GUARANTEED BEST PRICE on new thanks to our industry contacts, fleet discounts and expert negotiators working for you.

personal expert

Let's face it. Getting car finance can be stressful. But it doesn't have to be. With us you'll get your own car finance expert with over 15 years experience who'll take care of every question and smooth every bump in the road. And they'll be the same person all the way through.

[schedule a chat](#)

car finance freedom

Submit a quote and receive your free guide to car finance success.

[get a quote now](#)

Thanks for choosing to get a quote!
Now we just need some information to put it together.

Loan Amount Loan Term

Full Name

Your Mobile Your Email

Your State How do you want to be contacted?

Select your state Please select

I accept the privacy Disclosure & Consent statements
Privacy is essential. We never share or share details.

get your quote now

When you click this button, you'll instantly see a repayment estimate. Shortly afterwards, you'll get a call from a friendly finance expert who'll show you how to get an even better deal.

show me how much i need to repay

Complete your details and receive your **FREE**:

- Detailed novated lease proposal.
- Ways to save money on your car purchase.
- Tips on how to avoid the pitfalls of a novated lease.

FREE

You would need to repay
\$80.70 / week
over 3 years

Fortnightly **\$161.40**

Monthly **\$350.67**

*Terms & Conditions Apply. Our calculator will only give you an estimate of the benefits of a novated lease.

Are you ready to maximise your savings??

Yes I am ready to save

★★★★★ "Kirill, Khaldon, Emma and Ashleigh were



Client: Aquastar Swim Schools

Project: Restructure and redesign existing site

The homepage features a large image of children in a swimming pool. A white callout box contains the text "SWIMMING LESSONS FOR ALL!" and a "Learn to Swim" button. The top navigation bar includes links for Locations, Learn to Swim, Other Programs, About, Information, and Contact.

This page highlights the company's passion for swimming. It features cartoon illustrations of children swimming and sea creatures like a turtle and a seahorse. A video player shows a swim lesson, with a "Watch video" button. Text on the page emphasizes providing the highest quality service in aquatic programs.

The "Learn to Swim Program" page includes a video player titled "Safeguard your child with Aquastar's Learn to Swim program". It lists reasons to choose Aquastar, such as being established and trusted, maintaining small class ratios, and providing a 14-level progression from Infant to Squad. A "Book Now" button is available.

The "OUR COURSES" page displays five levels of swimming: INFANT, BEGINNER, INTERMEDIATE, ADVANCED, and SQUAD. Each level is represented by a circular icon with a corresponding animal illustration. Below each icon, there is a brief description of the class, including class size, duration, and goals.

The "Welcome to Aquastar St Kilda" page provides details for the St Kilda location, including address, opening hours, and contact information. It features a map of the area, a photo of the indoor swimming pool, and a "Check out our Learn to Swim progression chart!" button. The page also includes the "Aquastar Calendar 2020" section.

THANK YOU

for viewing my portfolio

GET IN TOUCH

kathlynn@kathlynnlui.com