Design Portfolio

Kathlyn Lai

Hello, nice to meet you

I'm Kathlyn Lai,
a Figma UI designer with frontend development roots.

I blend creative design with technical insight to craft interfaces that feel seamless and leave a lasting impression.

You're welcome to explore my recent projects below.

What I Do

- UI Design (Desktop/Mobile/Web App/Mobile App)
- E-commerce Design
- Organic Social Ads Design
- Paid Social/Google Ads Design
- EDM Design
- PDF Brochure Design

Who I've Worked With

Anglicare Victoria · Archistar · DKA · mt.cuvrié bakes · carpetCALL · natloans · RICHGRO · HOW. · SELLEYS · drummond golf

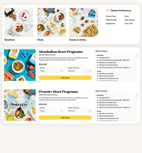
Selected Projects

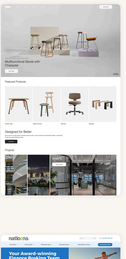
2021-2024

Client: Mt Cuvrié Bakes
Project Type: Website Refresh

Project Overview:
The client wanted a fresh homepage, meal plan page, and navigation that better showcase their science-backed nutrition approach. The goal was to transform their expert advice center and more trustworthy, while improving the meal selection process to be easier and more engaging.

The result is a more intuitive, confidence-inspiring user experience that highlights social proof and helps users feel empowered to make healthier choices with ease.

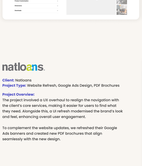




Client: How Group
Project Type: Website Refresh

Project Overview:
The project focused on showcasing the brand more prominently while enhancing the display of products and their detailed information. Special attention was given to creating a clean, visually appealing layout that highlights the quality and variety of the furniture offerings.

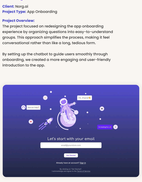
Additionally, we improved the ease of accessing and downloading product brochures, making it simple for users to find the information they need and take the next step with confidence.

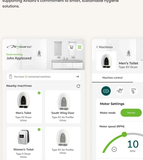


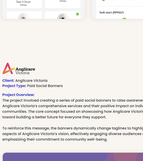
Client: Natloans
Project Type: Website Refresh, Google Ads Design, PDF Brochure

Project Overview:
The project involved a UI overhaul to realign the navigation with the client's core services, making it easier for users to find what they need. Alongside this, a UI refresh modernised the brand's look and feel, enhancing overall user engagement.

To complement the website updates, we refreshed their Google Ads banners and created new PDF brochures that align seamlessly with the new design.



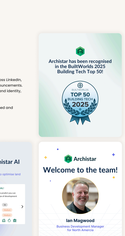


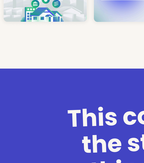


Client: Norga.ai
Project Type: App Onboarding

Project Overview:
The project focused on redesigning the app onboarding experience by organizing questions into easy-to-understand sections, ensuring a smooth transition from the chatbot to a feel conversational rather than like a long, tedious form.

By setting up the chatbot to guide users smoothly through onboarding, we created a more engaging and user-friendly introduction to the app.





Client: Airoore
Project Type: Mobile App

Project Overview:
The Airoore mobile app was developed to provide seamless control over their energy-efficient, hygienic hand dryers. Designed with both user and maintenance personnel in mind, the app allows users to monitor machine status in real-time and access detailed information about each unit.

By combining intuitive controls with clear machine insights, the app enhances maintenance efficiency and user experience, supporting Airoore's commitment to smart, sustainable hygiene solutions.

Client: Anglicare Victoria
Project Type: Paid Social Banners

Project Overview:
The project involved creating a series of paid social banners to raise awareness about Anglicare Victoria's comprehensive services and their positive impact on individuals and communities. The core concept focused on showcasing how Anglicare Victoria works toward building a better future for everyone they support.

To reinforce this message, the banners dynamically change taglines to highlight different aspects of Anglicare Victoria's vision, effectively engaging diverse audiences and emphasizing their commitment to community well-being.

Client: Anglicare Victoria
Project Type: Paid Social Banners

Project Overview:
The project involved managing Archistar's organic social media presence across LinkedIn, Instagram, and Facebook, with a focus on maintaining a cohesive and professional brand presence. A key focus was creating custom graphics that better align with Archistar's brand identity, ensuring a cohesive and professional look across all platforms.

This approach strengthened brand consistency while keeping followers informed and connected with Archistar's latest developments.

This could be the start of something *beautiful!*

GET IN TOUCH

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