

Rayna Lai

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Education

Bachelor of Design in Visual Communication / Capilano University

Sep 2021 - Apr 2026

Experience

UI Designer / Monolith Studios

Apr 2024 - Jun 2024

- Boosted a Singaporean gym's online presence, increasing organic traffic by 140% post-website launch as the sole UI designer by translating client feedback into wireframes for development handoff.
- Independently developed and presented a refreshed digital brand reflecting the gym's physical spaces, including a new colour palette, typography, and mood board.
- Redesigned and iterated on key pages to align with the project vision and added new team, and shop pages.

UI/Branding + Merch Designer / FLUI

Sep 2024 - Present

- Collaborated with two design teams to execute FLUI's in-person design hackathon, engaging with sponsors, judges, mentors, and 200+ student designers.
- Designed wireframes for their new website and worked closely with developers to ensure smooth implementation.
- Assisted with brand refresh across merchandise, including t-shirts, stickers, posters, brochures, and lanyards.

Projects

Design Mentorship

Oct 2024 - Present

- Engaged in one-on-one mentorship under the Associate Creative Director at BASIC/DEPT® to develop a project solving a real-world scenario while enhancing Figma skills.
- Defined KPIs and translated project goals into actionable design decisions through a mini-experience brief.
- Applied UX best practices, including navigation, accessibility, and usability, during the design process.

FORM (Festival of Recorded Movement) Website Redesign

Mar 2024

- Led a team of three designers to create a new visual identity and website for an international film festival in one week, managing all stages of the design workflow from start to finish.
- Consulted regularly with the client to ensure user-friendliness and effective communication of the company's vision.
- Created a comprehensive design library with essential assets to maintain consistency throughout the project.
- Achieved first place out of 130+ participants at FLUI Design Hackathon, earning an invitation to collaborate with the client on future product engineering and implementation.

Awards

1st Place Winner / FLUI Design Hackathon

Mar 2024

RGD DesignThinkers Scholarship / Pound & Grain (Sponsor)

Oct 2024

1st Place Illustration / CAPIC Rodeo 16

Aug 2024

Dean's List x3 / Capilano University

Skills

Tools: Figma, Illustrator, Photoshop, After Effects, InDesign, Procreate

Design: Wireframing, Prototyping, User Research, User Stories, Information Architecture, Branding & Identity, Graphic Design