Emerald Lay

UX/UI Designer

(+61) 414 500 644

emerald.lay3101@gmail.com

emeraldsuxportfolio.com

www.linkedin.com/in/emerald-lay-b50510233

Core Skills

UX/UI (Research and Design)

- User Research and Analysis
- UX Research and Discovery Workshops
- User testing (for usability, emotional and behavioral design)
- Wireframing, Prototyping (Figma + AdobeXD) and High Fidelity Designs
- Information Architecture
- Interaction Design

Tools

- Figma
- Adobe Creative Suite (XD, Indesign, Illustrator, Photoshop, Express, After Effects)
- HTML, CSS, Three.JS, A-Frame
- Blender + Maya (3D modelling, foundational)
- Touch Designer (projection mapping, foundational)

Soft Skills

- Leadership
- Agile/Scrum ways of working
- Stakeholder Engagement & Facilitation
- Design Critique & Feedback Facilitation
- Cross-Functional Teamwork (Product, Engineering, Content, Accessibility)
- Collaboration
- Empathy

Education

- **Curtin University (2022-2025)**
  Bachelor's Degree in Design
  Major: Digital Experience and Interaction Design
  Specialisation: Animation and Game Design
- **Applecross Senior Highschool (2015-2019)**
  Gifted and Talented Program (GATE) for Visual Art

Summary

I'm a UX/UI Designer who's passionate about bringing elevated, human-centered solutions to the table. With UX/UI experience in a game design studio, international team leadership, and freelance design work, I offer well-rounded expertise. I blend empathy, business objectives, and design principles to craft intuitive interfaces and immersive, seamless user experiences.

Experience

UX/UI Designer (Internship) - Studio AGDX

March 2024 - March 2025

Worked on interactive and immersive VR and digital experiences for real clients, contributing to end-to-end user experience and interface design. Collaborated closely with designers, developers, and stakeholders within a mixed agile-waterfall environment, applying human-centered design (with a focus on emotional and behavioural design) and iterative prototyping, to create engaging, purposeful, and accessible game experiences under tight timelines.

- ◆ **Main Roads' 3D Simulation Experience (PC & VR):** Updated user flows, UI, and implemented UX enhancements
- ◆ **Dockers (VR)**: Created a VR experience where users interact with mementos to unlock Dale Kickett's story with the Dockers. Client: Dockers
- Design system contribution to ensure visual consistency across the product UI and maintain an efficient design language for developers
- User-flow mapping and storyboarded interactions to develop experience and ensure the whole interaction scheme was understood by different stakeholders in the team
- Influenced and iterated upon spatial design based on internal feedback, optimizing for usability, engagement, and accessibility (including subtitle UI for inclusive experiences)
- ◆ **Pochi!Pochi! (iPad game)**: Created a trajectile iPad game for children that fosters problem solving through play. Client: Digital Child
- Conducted preliminary user-research in the discovery phase before co-designing with children

Passions & Pursuits

UX Camp: Careers in Design Board Lead and Social Media Content Co-Creator (2025)

- Conducted group meetings and iterated based on discussions from design feedback and brainstorming
- Collaborated with multiple stakeholders to promote, design, and organise the Careers in design board
- Iterated from wireframes to high fidelity designs
- Created social media content for UX Camp, including graphic design and copywriting

Adobe Express Ambassador (2025)

- Led in-person workshops to teach students how to use Adobe Express in Curtin University
- Created graphic design and copywriting for promotional content related to Adobe Express
- Acted as a brand advocate

Artistic Achievements

- 2019 Pulse-Perspectives (The Western Australian Pulse)
- 2018 St Georges Cathedral Art Exhibition

References

- **Jonathan Pillai**
  Dean of Learning Futures, Head of Animation & Game Design, Head of StudioAGDX

  Email: jonathan.pillai@curtin.edu.au
  Phone: (08) 9266 7240

- **Harriet Perryer**
  Digital Experience and Interaction Design Tutor, Academic Lead at StudioAGDX

  Email: harriet.perryer@curtin.edu.au

- **Taylor Clark**
  Projects Coordinator, Centre for Learning Enterprise & Partnership Engagement

  Email: Taylor.Clark@curtin.edu.au
  Phone: 0416310334

Experience

- Developed the game's signature Slingshot Mechanic
- Designed UI based on insights of children's preference's in co-designing sessions
- With the team, ran co-designing workshops with children involved in the project. Engaged with kids to empathise with their needs, desires, and pain points
- Conducted iterative user testing, synthesizing qualitative feedback to refine gameplay, interaction patterns, and aesthetic design.

Team Lead for the HCI Team, [Designer Unknown Exhibition](#)

November 2023 – October 2024

Led a team in a year-long cross-collaboration between Temasek Polytechnic and Curtin University, pushing the boundaries of AI through a UX-focused approach. Delivered an immersive installation featuring interactive holograms, a TouchDesigner projection, and optimised spatial layout.

- Led and facilitated iterative design sprints, guiding the project from concept through to immersive exhibition delivery.
- Collaborated with a multidisciplinary team to integrate diverse skills, ensuring a cohesive and innovative experience.
- Explored AI's role in enhancing creative processes, applying human-centered design to push the boundaries of interaction and spatial design.
- Developed spatial wireframes, low-fidelity interaction prototypes, and TouchDesigner-based interactive light projections to visualize user experiences.
- Designed and tested hologram box interactions, refining concepts based on feedback to create engaging and accessible immersive experiences.

Freelance Graphic Designer

December 2019 – 2024

Worked as a freelance graphic designer, helping local and international businesses create designs that aligned with business needs and goals.

- Updated and redesigned logos, ensuring consistency between brand strategy and visual communication (All State Kerbing).
- Crafted the company mission statement and official documentation, collaborating directly with the CEO to align brand identity with business goals (All State Kerbing).
- Created graphic designs for perfume packaging (Grand Cherry Xeno)
- Created posters and gondolas for sunflower oil advertising to communicate product value and drive customer engagement (Grand Cherry Xeno)