

Amelia Lai

Visual & Interaction Designer

amelia.lai@outlook.com

+61423009547

LinkedIn: @amelialai

Education

University of Melbourne

2016 - 2018

Bachelor of Commerce

Ivanhoe Girls' Grammar

2009 - 2014

Expertise

Design

Branding
Customer Experience Design
Design Systems
Prototyping
Tokens / Variables
User Experience Design
User Interface Design
User Research

Tools

Adobe Creative Suite
Askable
Cursor AI
Figma
User Testing Platform

Industries

Education
Energy & Utilities
Financial Services
Government & Public Sector
Media & Entertainment
Professional Services
Retail
Sustainability
Technology & Digital Platforms
Transport & Aviation

Experience

Deloitte Digital | Senior Designer

Mar 2019 - Present

I collaborate with cross-functional teams to deliver end-to-end products, CX, UX and UI design across various projects. I've led concept-to-build delivery, user testing, design systems and high-fidelity outputs for complex digital products and platforms.

Selected work

National Australia Bank (NAB)

2025 - 2026 | Product Designer

Contracted as a designer within NAB. Led delivery of the 'Budgets' feature and multiple onboarding experiences from concept to build, engaging in user testing, iteration and the broader design lifecycle to uplift existing experiences.

Racing.Com, Orica, Prudential

2024 | UI, Brand Designer

Led UI design across digital platforms and brand initiatives, delivering concepts, high-fidelity designs and build-ready design systems.

UniSuper, Target, Vanguard, Airservices Australia

2023 | UI, CX Designer

Designed complex transactional and operational experiences across desktop and mobile, including high-fidelity screens, prototypes and scalable design systems.

Optimal Realty

2022 | UI, UX Designer

Worked across multiple Optimal Realty engagements, delivering operational and situational awareness tools through end-to-end UX, UI and design system delivery.

Additional Experience

2019 - 2022 | Junior Designer

Worked on additional engagements including Victorian Racing Club, Australian Digital Health Agency, Department of Transport, Origin Energy, Dodo, Zespri, Australian Financial Review and internal Deloitte initiatives, spanning platforms, re-brands, tools and early-stage discovery across complex design initiatives.