

Liam Dorfling

Passionate about crafting
experiences where good
design meets great usability.

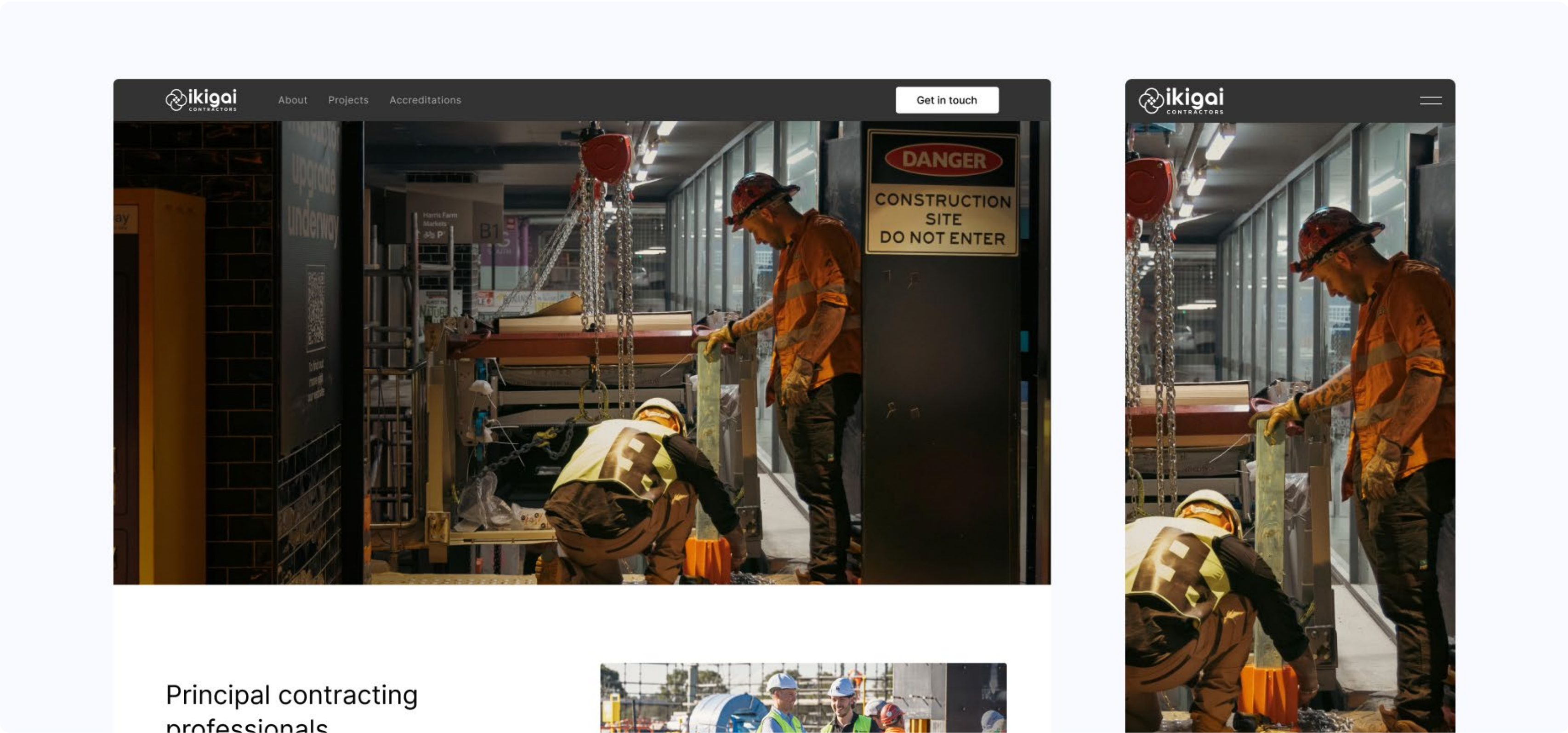
2025

PORT FOLIO

Ikigai Contractors

UX/UI design

Role UX/UI Designer Tools Figma Timeline August - September 2025



Project overview

Ikigai Contractors is a construction company specialising in the planning and delivery of commercial building projects across NSW. I was contracted to design and deliver a new website, completed over the course of one month.

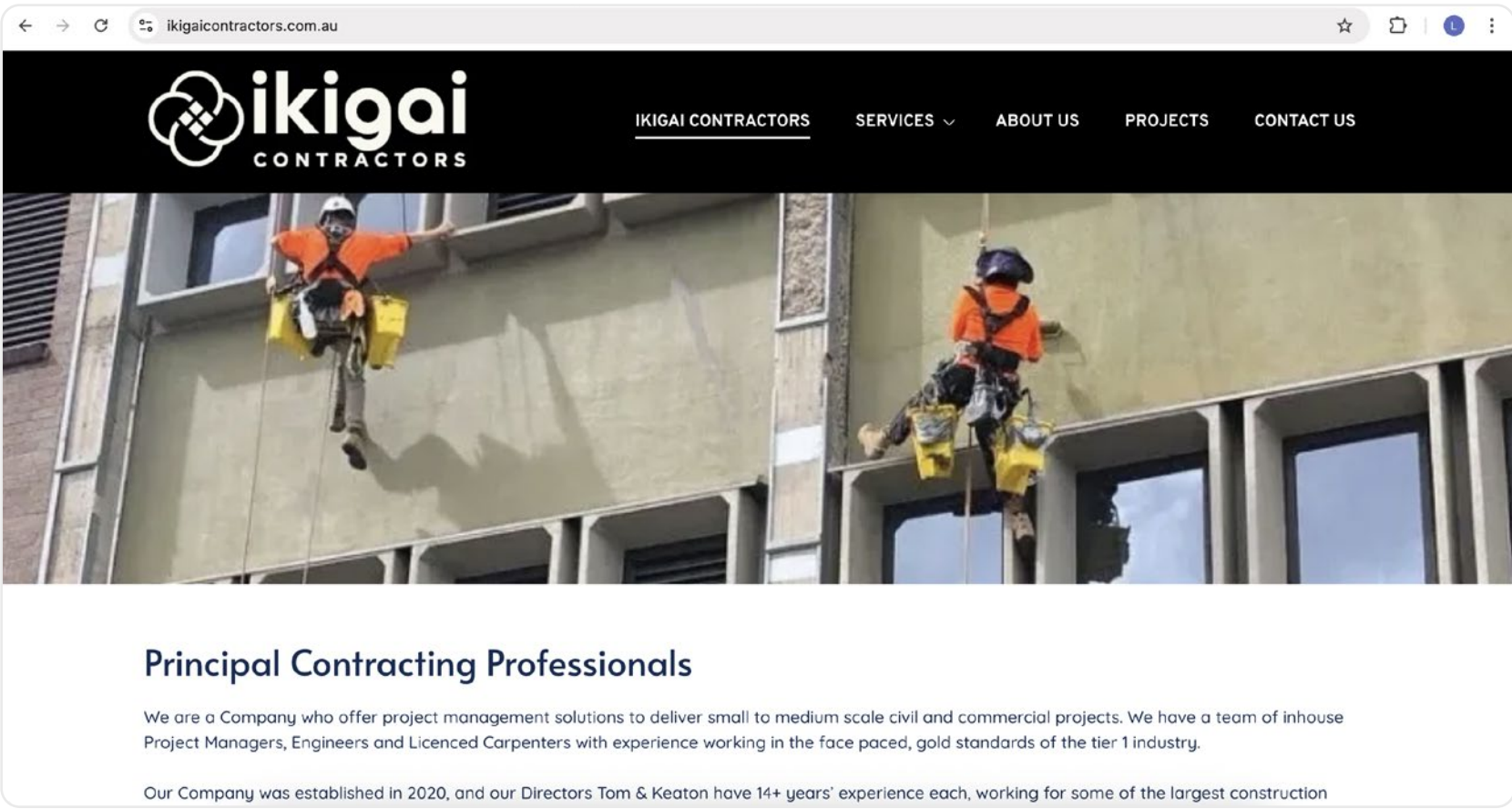
The challenge

Ikigai Contractors needed a website that reflected their reputation for quality and reliability. This project wasn’t about selling in the traditional sense - it was about building trust, validating expertise, and reassuring potential clients of their skills.

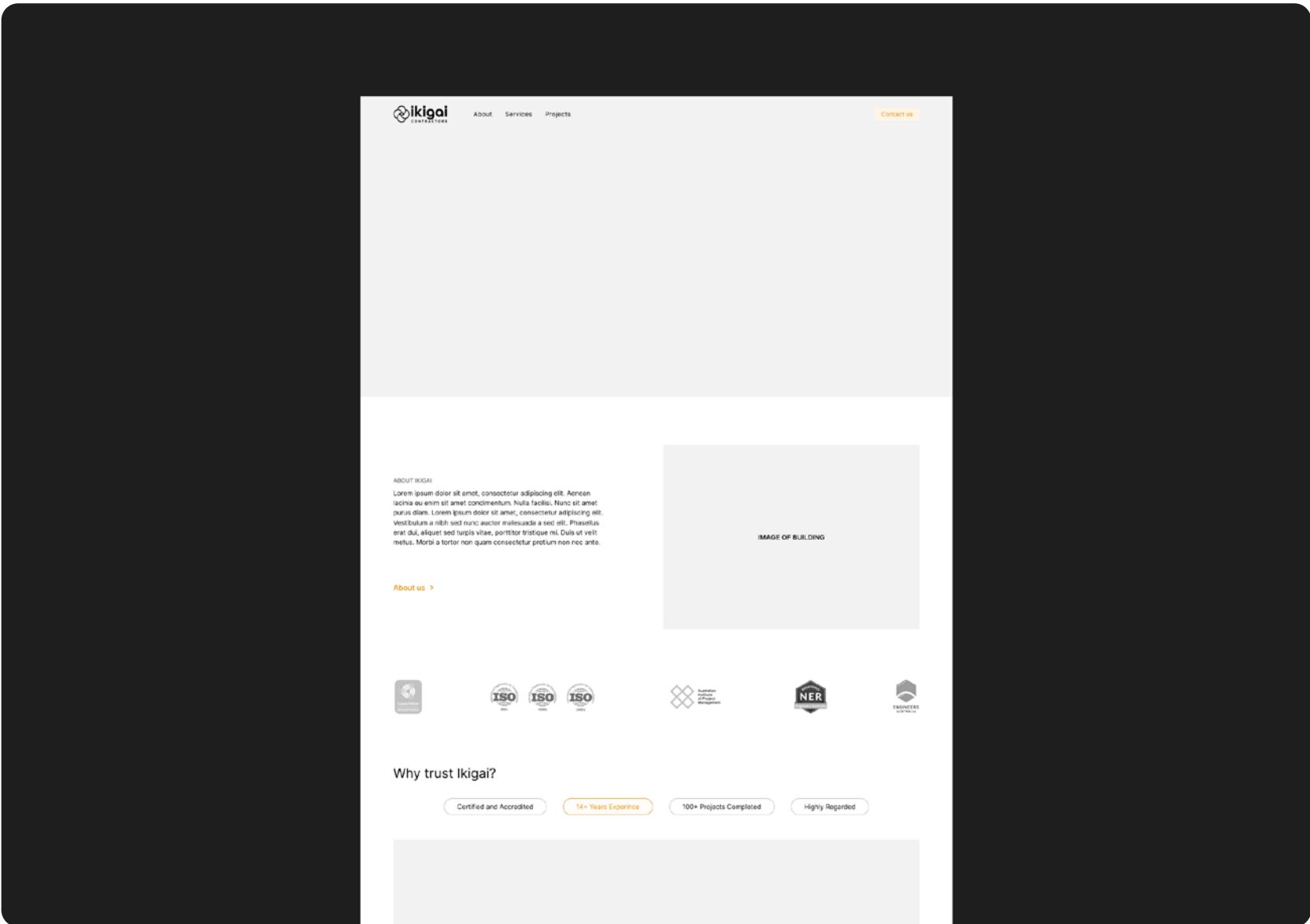
Using the “How might we?” design thinking framework, the guiding question became: “How can I create a website that positions Ikigai Contractors as a leading authority in the construction sector, validates their capabilities, and provides a clear avenue for potential clients to get in touch?”

As the UX/UI designer, I took ownership of the end-to-end website design in Figma, focusing on three key user flows:

- Exploring past projects – to showcase the quality and scope of their work.
- Reviewing qualifications and accreditations – to build credibility and demonstrate expertise.
- Getting in touch and accessing the capability statement – to make enquiries and next steps simple and intuitive.



Old website landing page

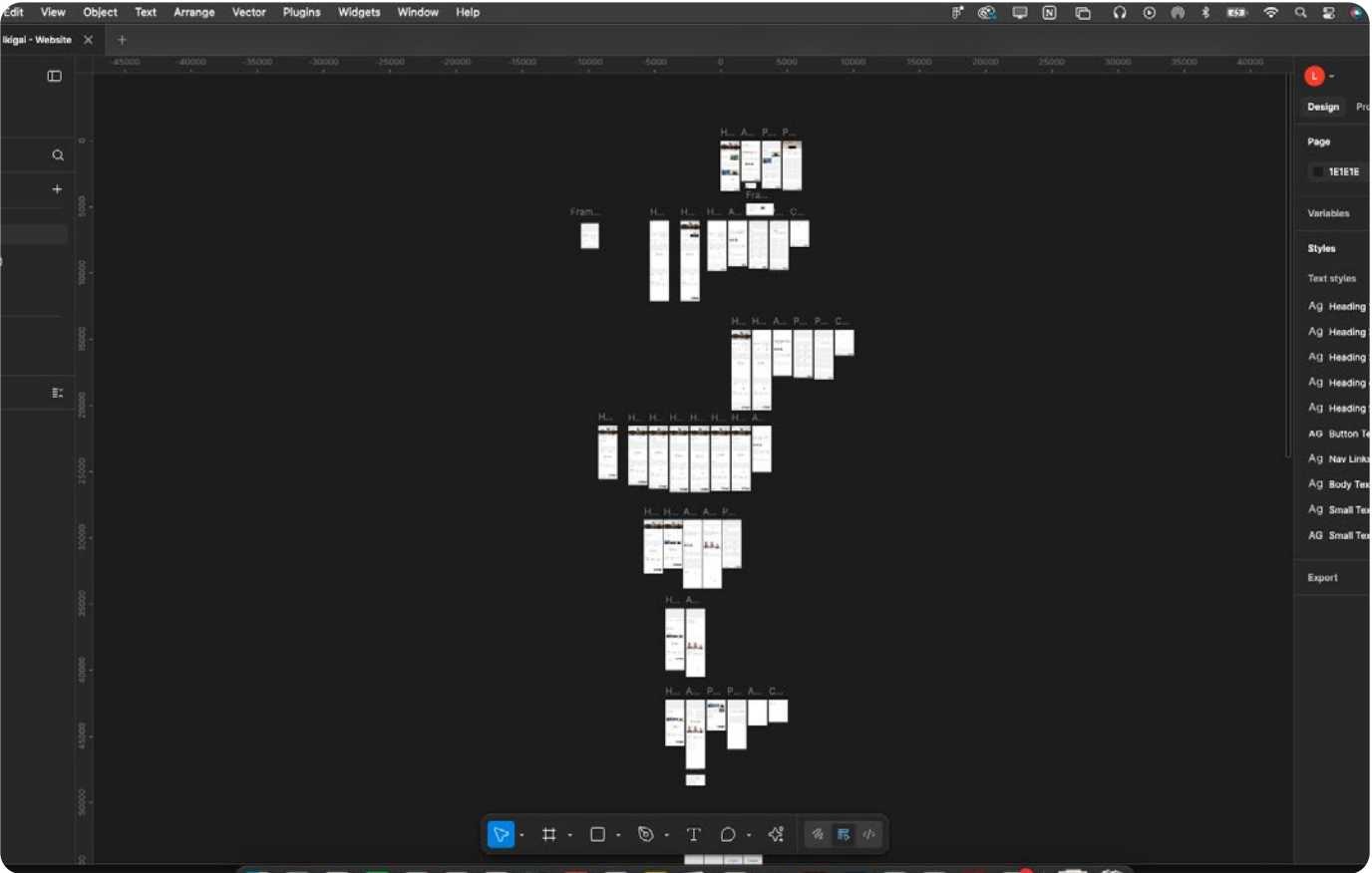


Initial wireframe of landing page

UX/UI process

I began the project with market research, user personas, and problem definition, followed by ideation and wireframing. Understanding the user and clearly defining the problem early on was essential to the website’s success.

A key focus was on information architecture – ensuring users could navigate and find what they needed intuitively. Through an iterative design process, I refined user interactions to reduce cognitive load and make completing key tasks as seamless as possible. Maintaining a human-centred approach remained a priority throughout.



Many iterations of the design - changes influenced through semi-structured user conversations.

User personas

A snapshot of Ikigai Contractor's user personas

Persona
Defence
Infrastructure
Procurement
Officer

Background

- Sarah Chen, 42
- System-based senior procurement officer with 15+ years in government infrastructure delivery
- Oversees tender evaluation, risk management, contractor performance, and indigenous participation reporting
- Manages procurement for large-scale building remediation, upgrades, and new facility construction

Behaviour/Attitude

- Reviews tender submissions through Australia and pre-qualified supplier lists
- Looks for ISO certifications, safety records, QA/QC processes, and indigenous procurement credentials
- Relies heavily on past performance references and capability statements

Pain points

- Struggles to find contractors who meet both technical and compliance criteria
- Frustrated by proposals that don't align with government procurement language or documentation standards
- Limited visibility into contractors' track records and risk management systems

Opportunity areas

- Prominent display of compliance credentials, certifications, and indigenous partnerships
- Detailed case studies demonstrating delivery in secure or government environments
- Downloadable, procurement-ready capability statements and WHS documentation

Persona
Construction
Program Director
(Tier 1
Subcontractor)

Background

- Michael Davies, 45
- Senior delivery manager at a Tier 1 construction firm
- Regularly subcontractor specialised commercial works on major infrastructure projects
- Manages large-scale build programs and oversees subcontractor procurement for specific project scopes

Behaviour/Attitude

- Looking to source reliable, high-performing subcontractors who can integrate into large delivery teams
- Evaluates subcontractors based on quality systems, workforce capacity, and prior Tier 1 collaboration
- Reviews case studies and seeks referrals from trusted peers
- Requires detailed safety, QA, and compliance documentation before engagement

Pain points

- Past subcontractors lacking documentation rigor or sufficient safety systems
- Difficulties ensuring smaller contractors can scale and meet Tier 1 reporting standards
- Pressure to meet social procurement and indigenous participation targets

Opportunity areas

- Emphasize scalability, compliance capability and seamless integration into larger project teams
- Showcase prior subcontracting roles on major projects with large contractors
- Provide easily downloadable pre-qualification and safety documentation

User personas

Key design decisions included:

- Contact page: Designed with an intuitive contact form following SEO and usability best practices, including clear labels and placeholder text. The page also includes Ikigai’s capability statement as a downloadable PDF – a trust-building asset that’s easy for users to access and review.
- Accreditations page: Added as a prominent link in the navigation bar, this page showcases Ikigai’s certifications and compliance credentials. Making this information easily accessible reduces friction and supports trust-building.
- Leadership profiles: Created dynamic team profiles that highlight experience, credibility, and individual contact options. This personalises the brand and helps establish a stronger connection with users.
- Primary colour choice: Selected a royal blue as the brand’s primary colour – a deliberate choice based on colour psychology, as blue evokes trust, reliability, and professionalism.
- Typography: Chose a modern, highly legible font to suit the website’s primary audience of middle-aged professionals. A base body size of 16px ensures accessibility and meets WCAG guidelines, allowing users to resize text up to 200% without loss of clarity or functionality.
- Project showcase: Developed individual project pages to present past work. User research identified this as essential for building trust and helping potential clients visualise project quality. Only ten projects are displayed to avoid the need for a complex CMS — a cost-effective choice that simplifies ongoing maintenance.
- Mobile-first approach: With over 60% of web traffic coming from mobile devices – especially in construction where users often browse on-site - I prioritised a mobile-first design. Key actions like viewing projects, downloading the capability statement, and contacting the team were optimised for smaller screens to ensure a seamless experience across all devices.

User conversation quote #1

"I need to see that you've done this before, that you understand our requirements, and that you won't disappear halfway through the project. Your reputation is everything in this business."

User conversation quote #2

"I need contractors who get that we can't just shut down a police station for renovations. You need to understand our operations and work around them, not the other way around."

Mid-fidelity wireframes. Visualising IA of website.

Colour palette

A refined, contemporary colour palette that builds trust and reinforces brand credibility.

Primary

- #0070C0
- #0070C0
- #0070C0
- #0070C0
- #0070C0
- #0070C0
- #0070C0
- #0070C0
- #0070C0
- #0070C0

Greys

- #F0F0F0
- #E0E0E0
- #D0D0D0
- #C0C0C0
- #B0B0B0
- #A0A0A0
- #909090
- #808080
- #707070
- #606060
- #505050
- #404040
- #303030
- #202020
- #101010
- #000000

White

- #FFFFFF

Black

- #000000

Typography

A modern and effortlessly legible type system that reflects Ikigai's corporate and refined essence.

h1. Heading

Font Family	Inter	Size	36px	Line-Height	80px	Weight	400	Letter Spacing	0%
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h2. Heading

Font Family	Inter	Size	24px	Line-Height	36px	Weight	400	Letter Spacing	0%
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h3. Heading

Font Family	Inter	Size	20px	Line-Height	32px	Weight	400	Letter Spacing	0%
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h4. Heading

Font Family	Inter	Size	18px	Line-Height	28px	Weight	400	Letter Spacing	0%
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h5. Heading

Font Family	Inter	Size	16px	Line-Height	24px	Weight	400	Letter Spacing	0%
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Body

Font Family	Inter	Size	16px	Line-Height	24px	Weight	400	Letter Spacing	0%
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Small Text

Font Family	Inter	Size	12px	Line-Height	18px	Weight	400	Letter Spacing	0%
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Button

Font Family	Inter	Size	16px	Line-Height	24px	Weight	500	Letter Spacing	0%
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Nav Links

Font Family	Inter	Size	16px	Line-Height	18px	Weight	400	Letter Spacing	4%
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Components

A selection of reusable components seen throughout Ikigai's website UI.

Buttons

Button text	Button text	Button text	>
Button text	Button text	Button text	>
Button text	Button text	Button text	>

Inputs

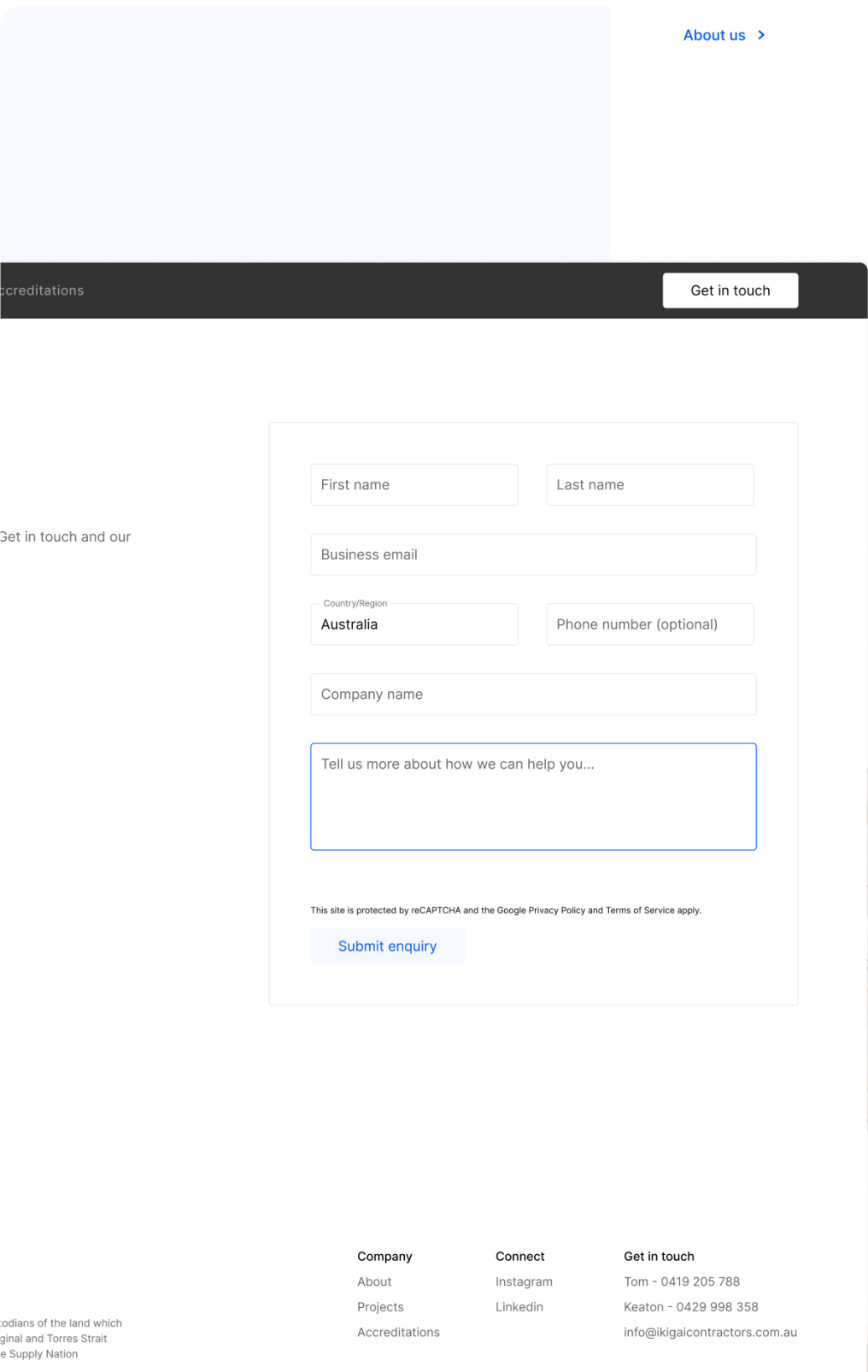
Default	Business email
Focused	Business email
Active	Business email
Disabled	Business email

Information blocks

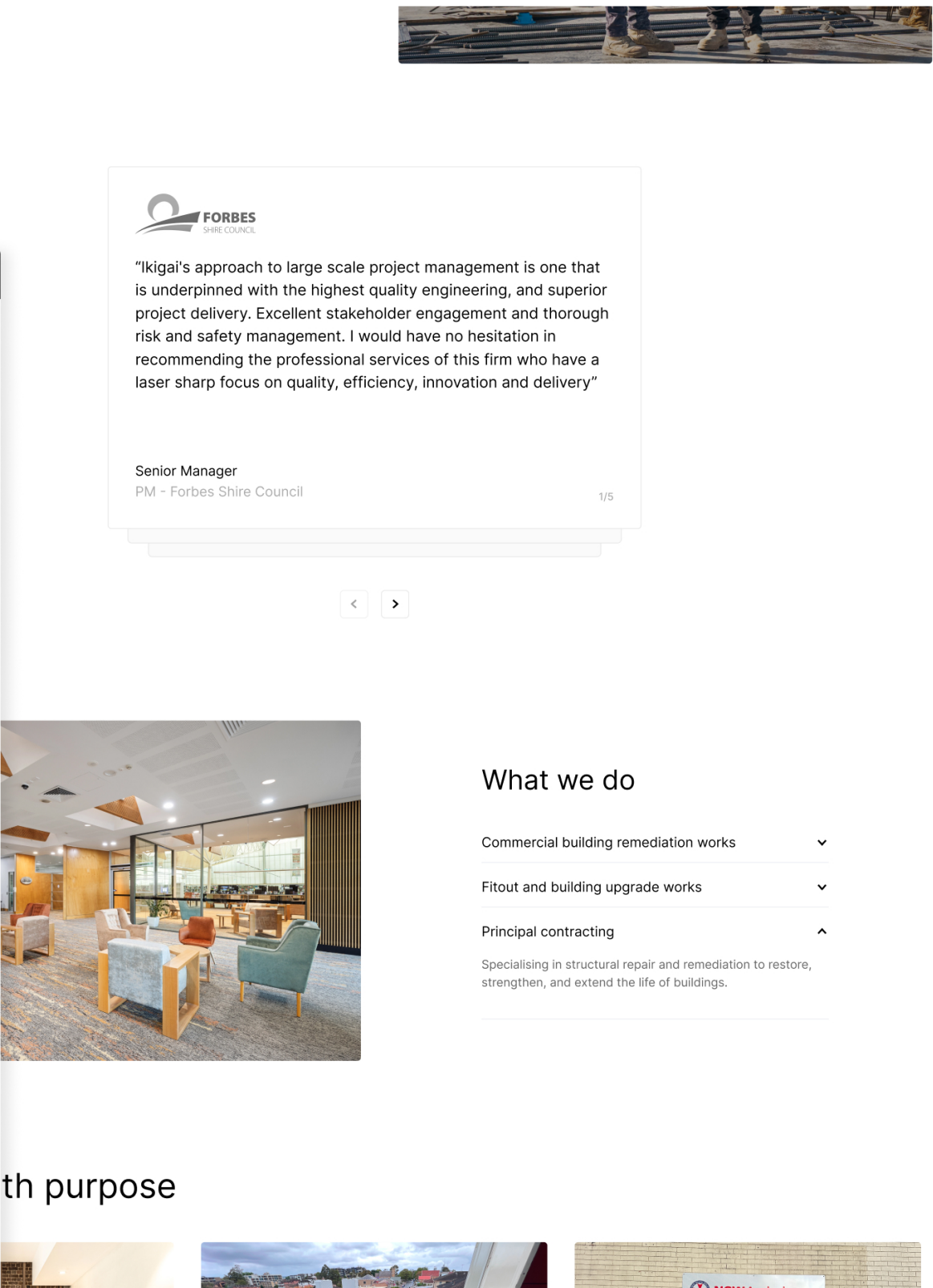
Information heading	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean lacinia nec enim sit amet condimentum. Nulla facilis.
Button text	>

Outcome

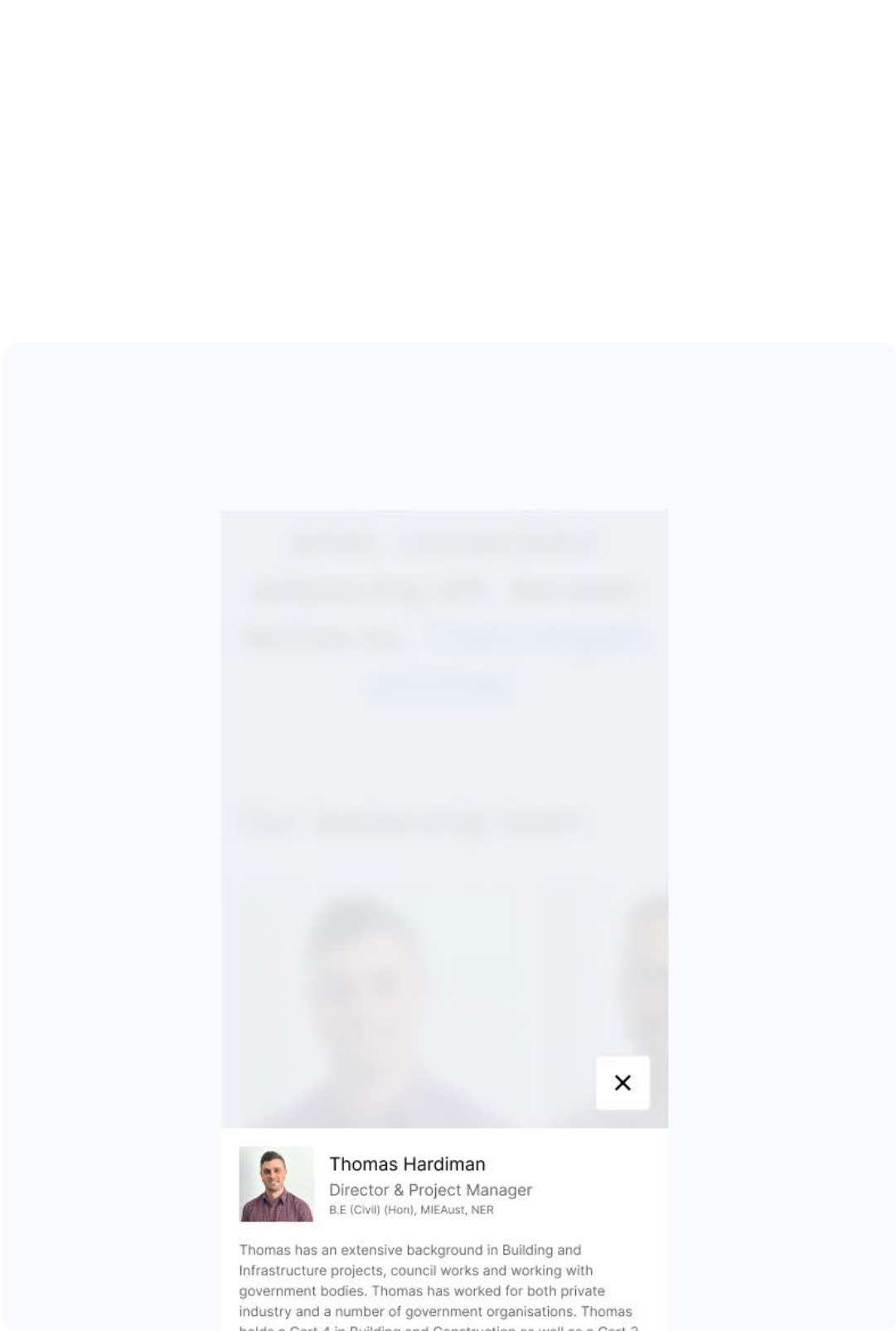
The project delivered a more streamlined user experience, reducing friction for potential clients and making it easier for them to find key information and engage Ikigai for tenders. I'm proud of the final UI, as well as the depth of UX research that allowed me to clearly define the problem, understand the audience, and design with purpose.



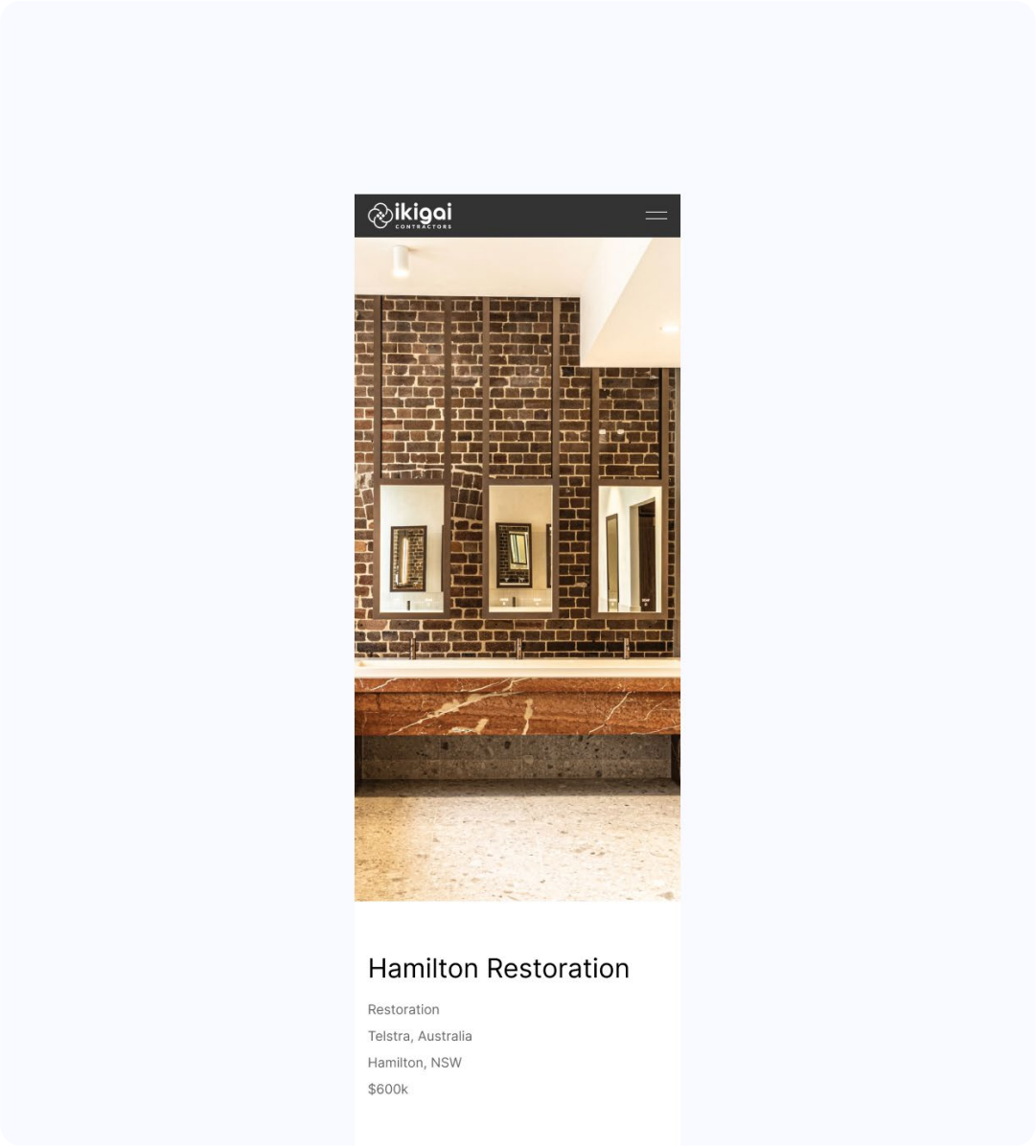
Landing page and contact form final design



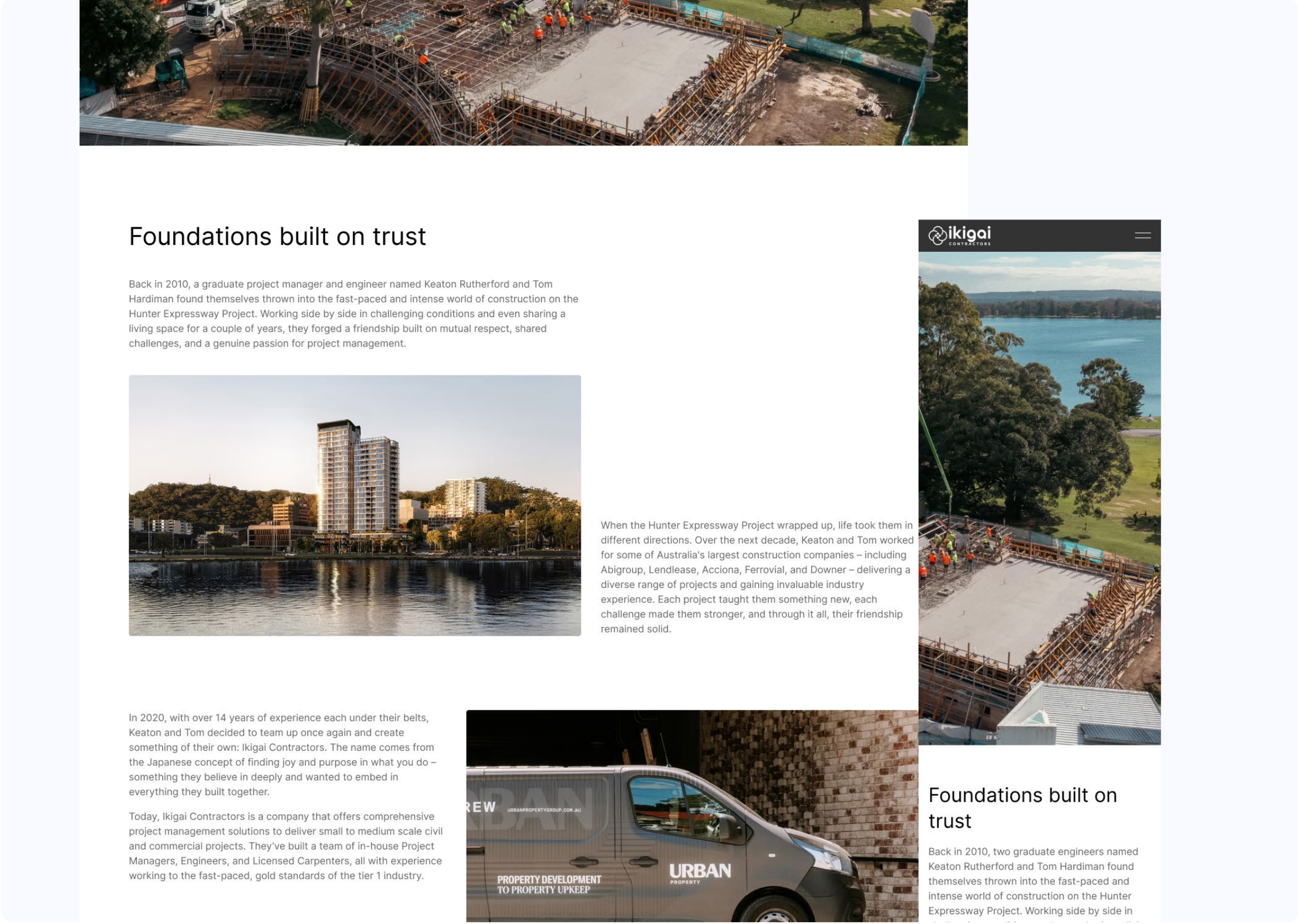
About page final design



Leadership profile example



Project showcase



About page final design

Reflection

There were valuable lessons learned, and several areas I would approach differently in future projects.

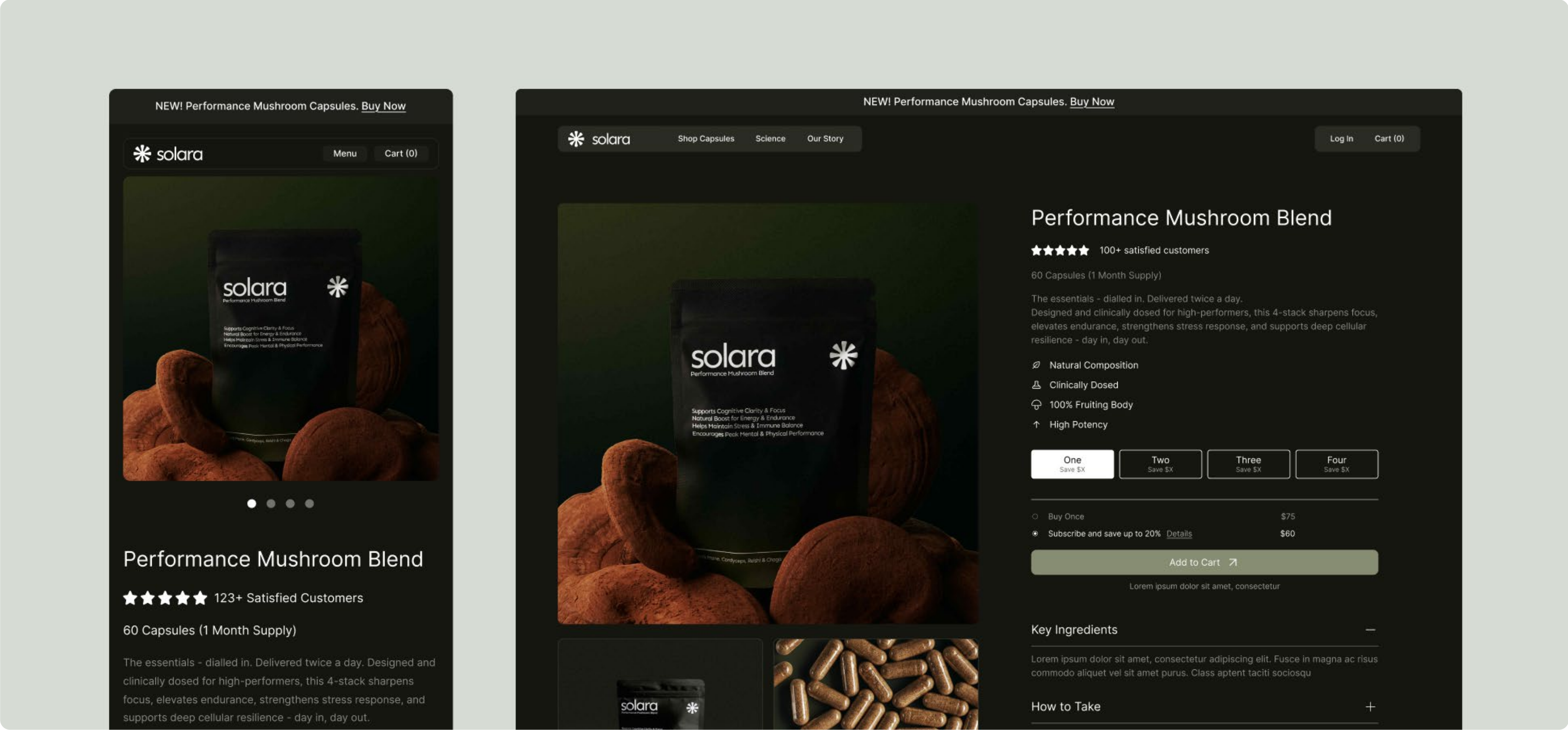
Looking ahead, I aim to:

- Push creativity further and iterate with greater intention.
- Prototype earlier and test navigation patterns more extensively before committing to mid-fidelity layouts.
- Continue refining my workflow and design process to improve efficiency and outcomes.

Solara

UX/UI design and branding

Role Product Designer Tools Figma, Illustrator Timeline April – June 2025



Project overview

Solara is a premium functional mushroom supplement startup. Over three months, I partnered with the founder to design an intuitive digital experience that could stand out in one of the most saturated wellness markets worldwide.

The challenge

Solara needed more than just a website – it required a brand and digital presence that felt genuine, natural, and trustworthy, while also encouraging purchase decisions.

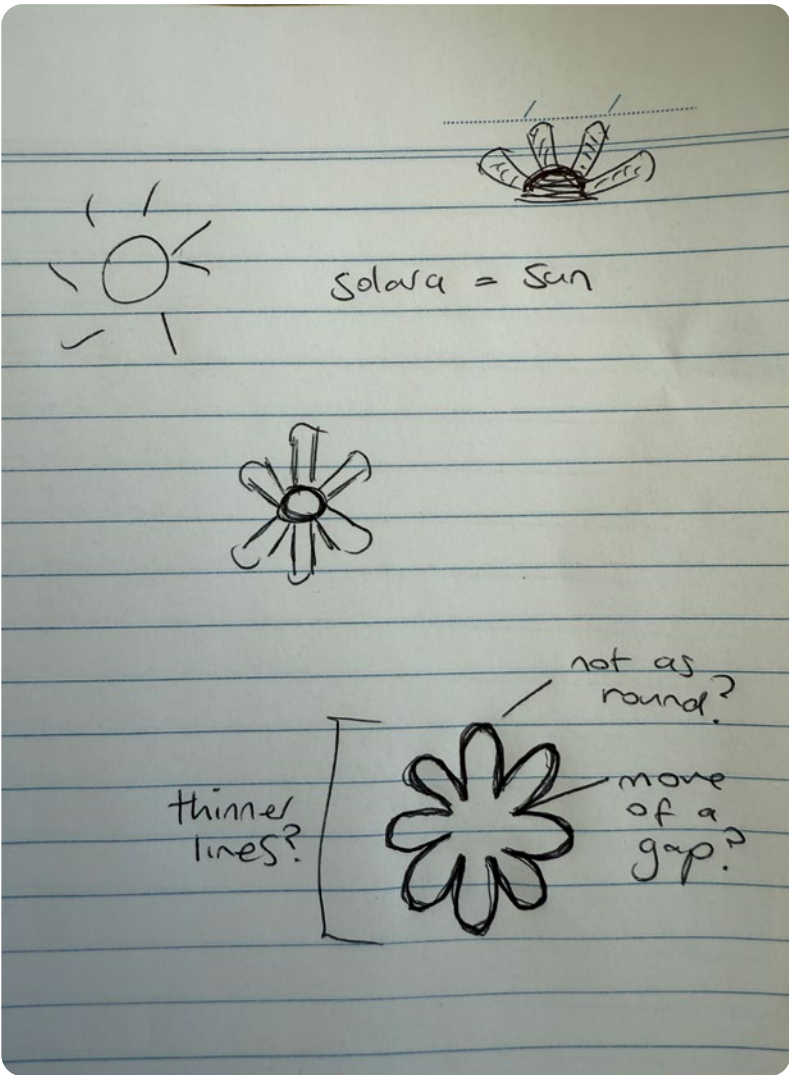
Using the “How might we?” design thinking framework, the guiding question became: “How can I create a brand and website that positions a mushroom supplement startup as trustworthy and approachable, while driving conversions in a highly competitive market?”

As the Product Designer, I took ownership of the end-to-end website design in Figma, focusing on intuitive navigation and user-centred design to enhance usability and engagement. I also developed supporting brand assets in Adobe Illustrator to ensure visual consistency across touchpoints.

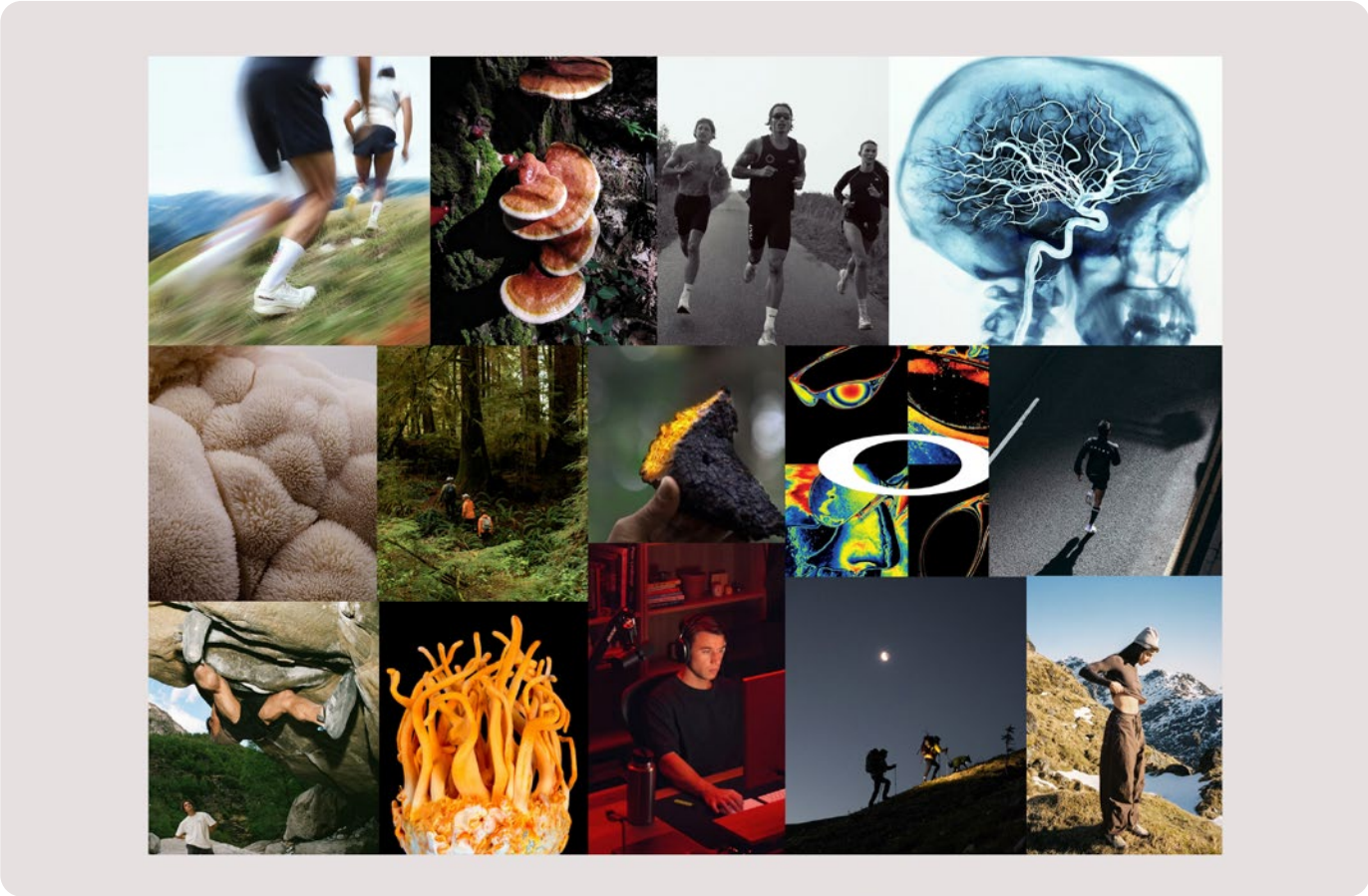
Building the brand

Key decisions shaped Solara’s brand identity:

- Colour choice: A deep green was chosen as the primary colour to symbolise nature, growth, and health – aligning with the product’s natural origins.
- Visual elements: Natural gradients, soft edges, and organic typography created a human, authentic feel rather than a manufactured look.
- Logo rationale: Solara means “the sun” in Latin. The logo was designed to reflect this concept with a simple, timeless mark.
- Packaging: Reinforced brand recognition through consistent, cohesive visuals across all touchpoints.



Logo ideation



Brand moodboard

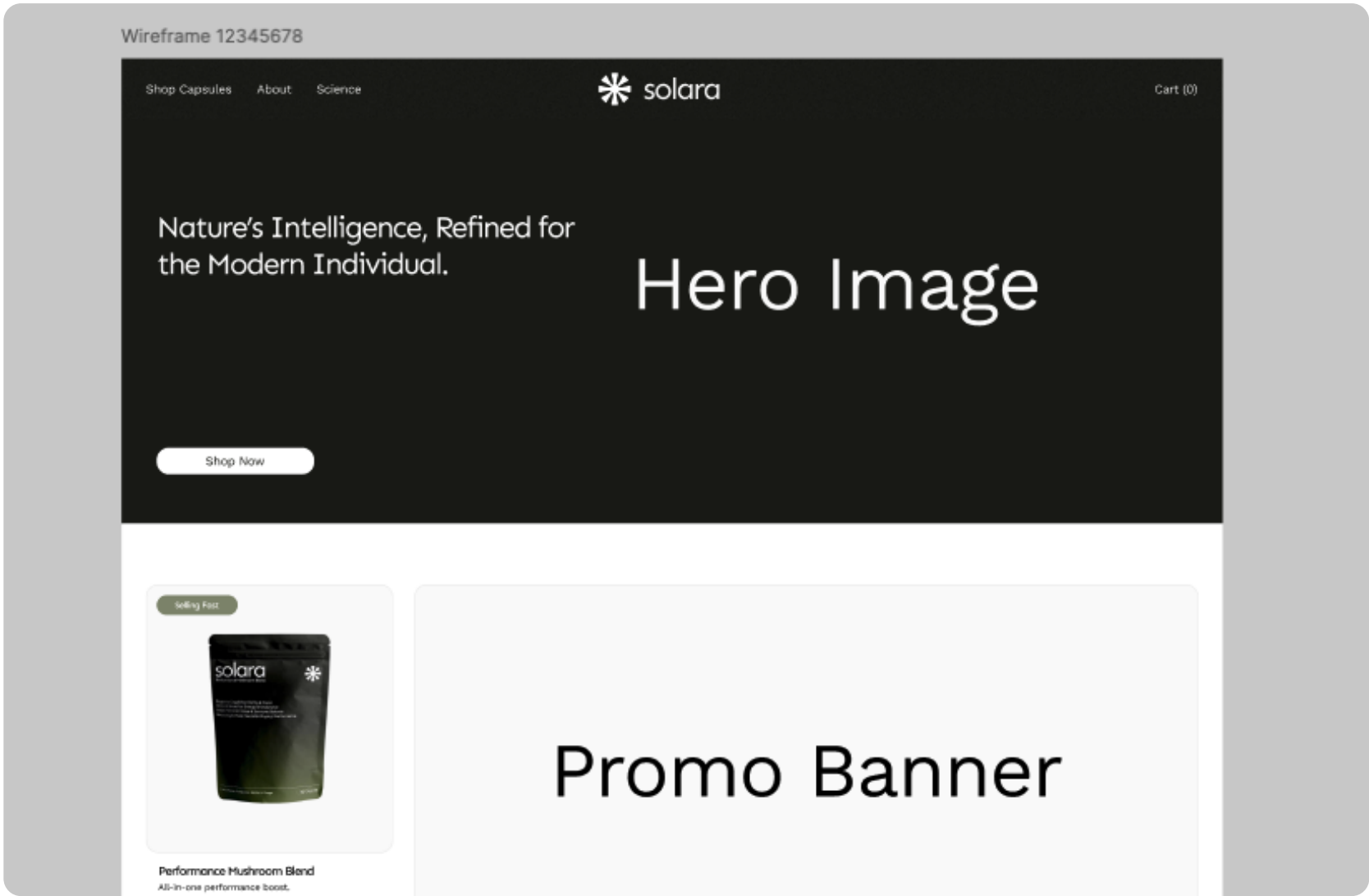
UX/UI process

To validate direction, I defined Solara’s audience and integrated AI into my workflow to generate user personas and motivations. Three core groups emerged:

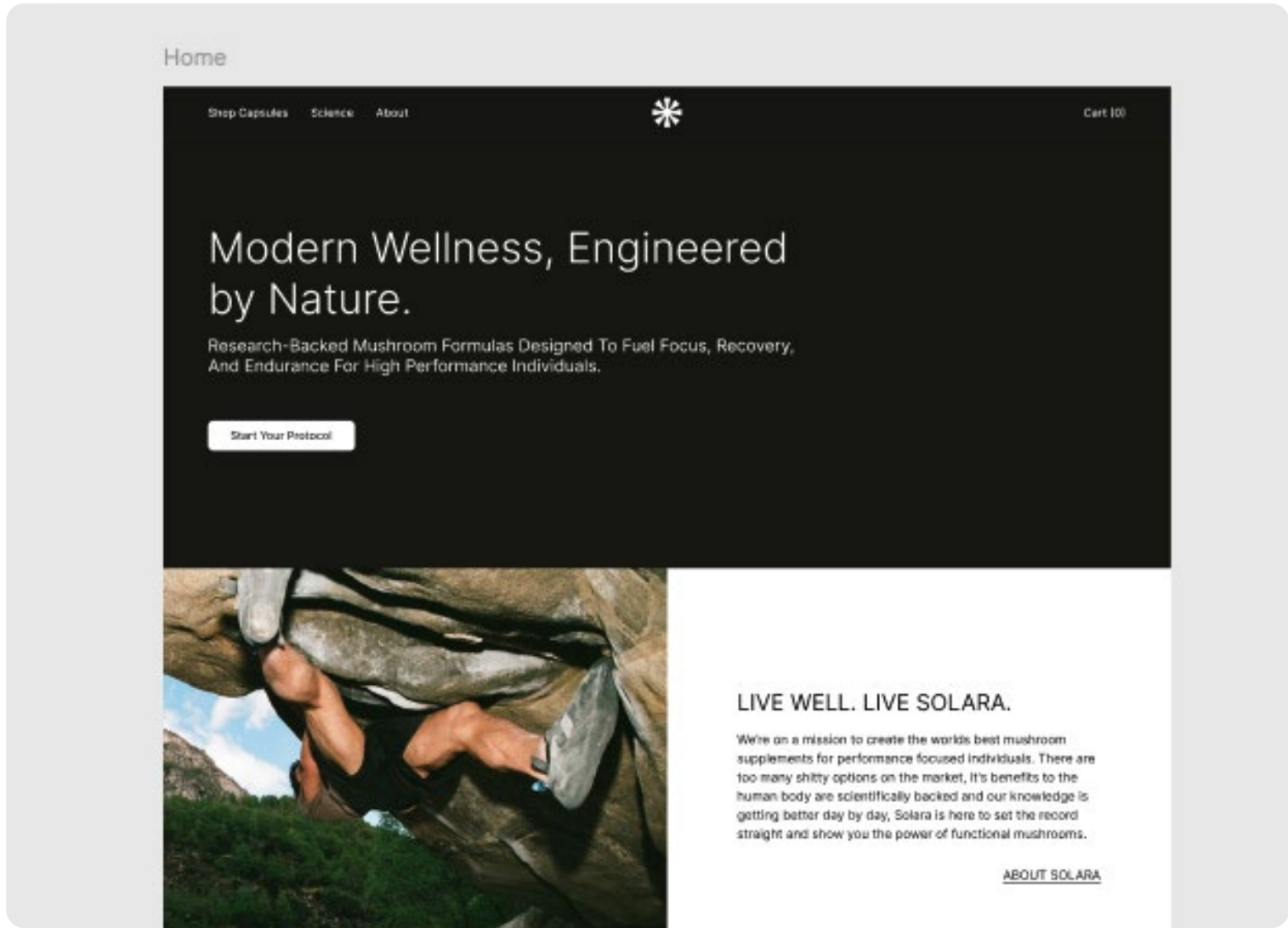
- High-performing athletes seeking marginal gains
- Working professionals optimising daily performance
- Health-conscious consumers drawn to natural supplements

Through competitor scans and semi-structured user conversations, I discovered that trust was the biggest barrier for supplement buyers. To address this, I proposed a dedicated Science page to educate customers with accessible explanations and linked studies.

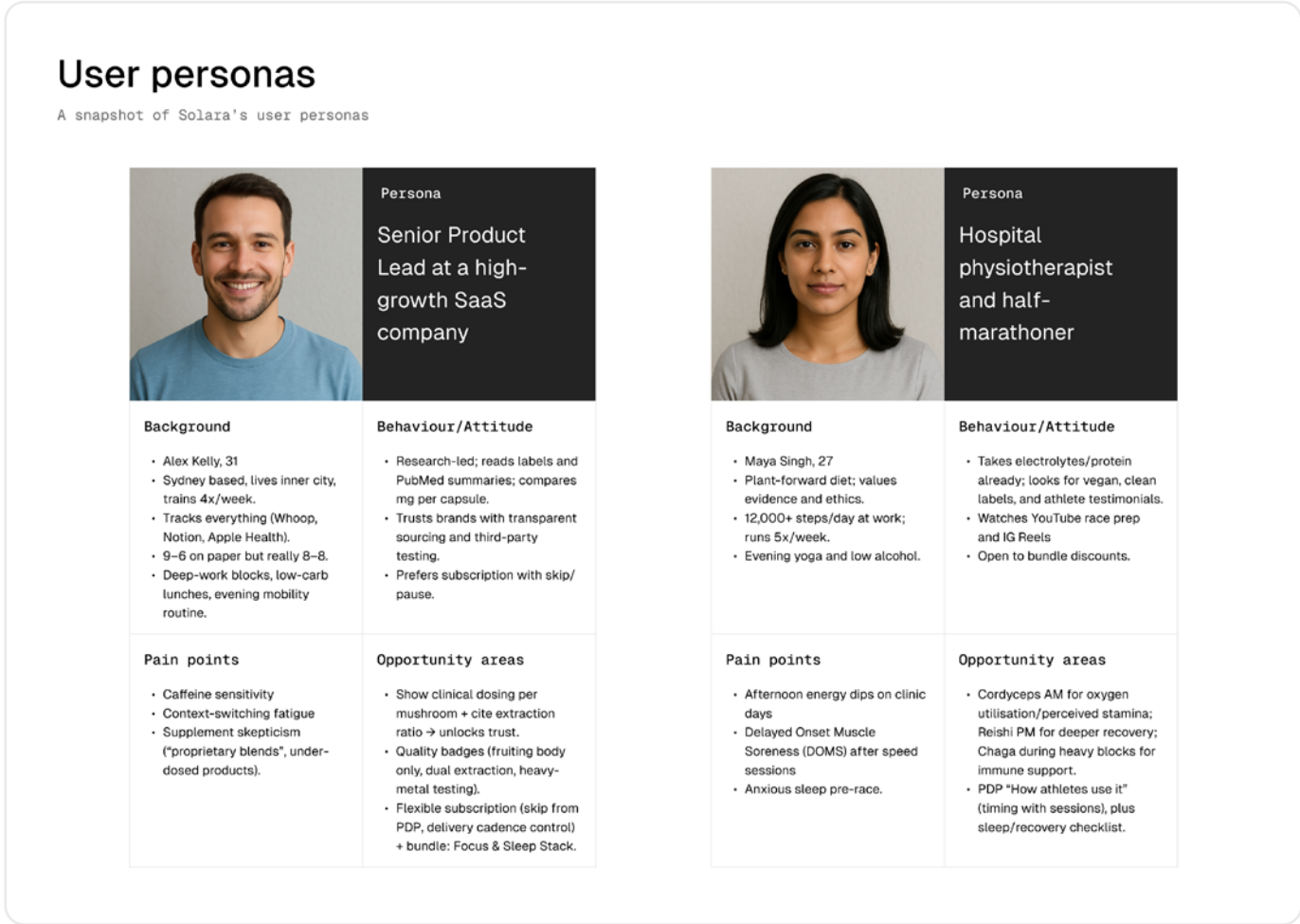
I also ran a competitive analysis of successful wellness e-commerce sites and adopted an iterative approach, using think-aloud testing to uncover usability challenges and refine assumptions.



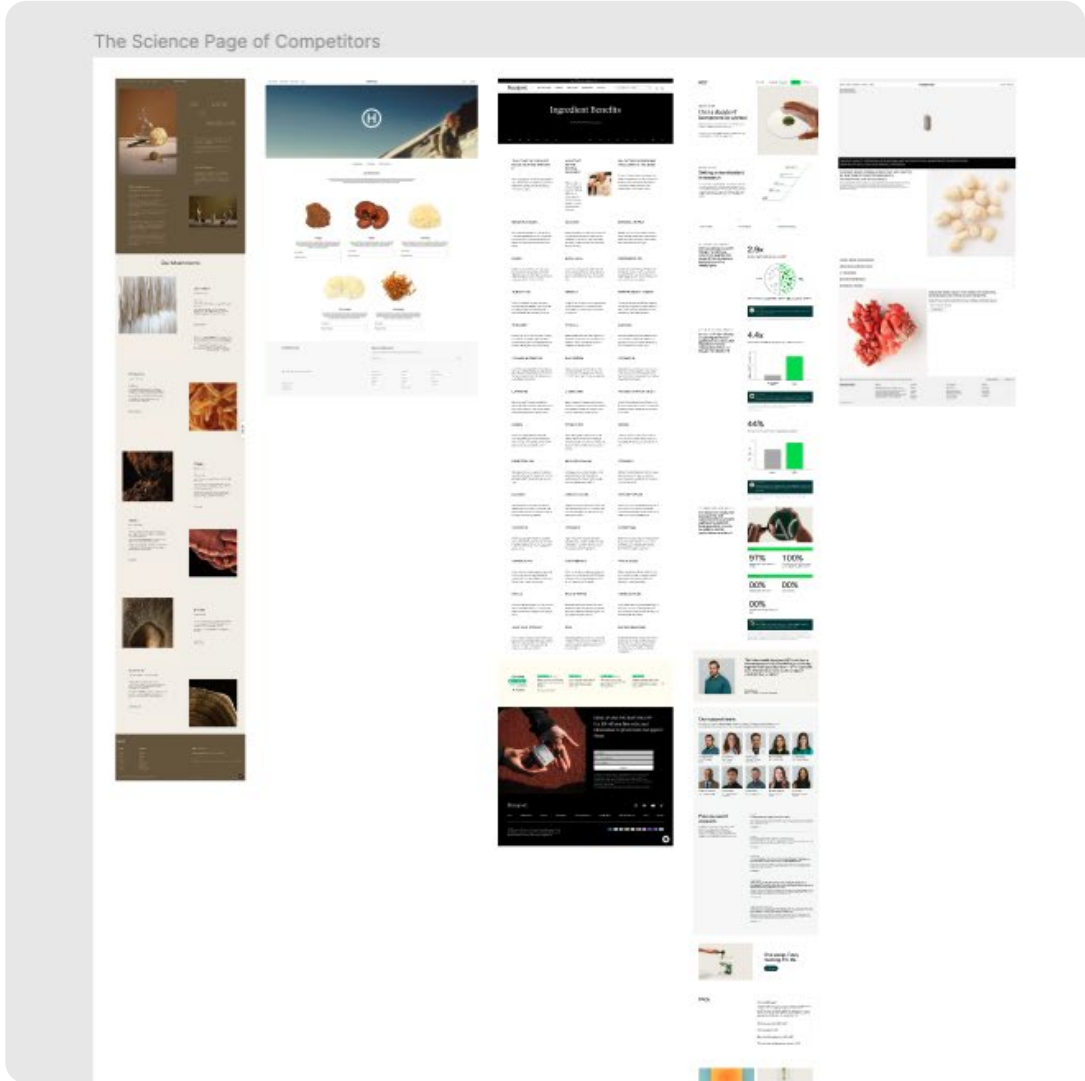
Initial wireframe



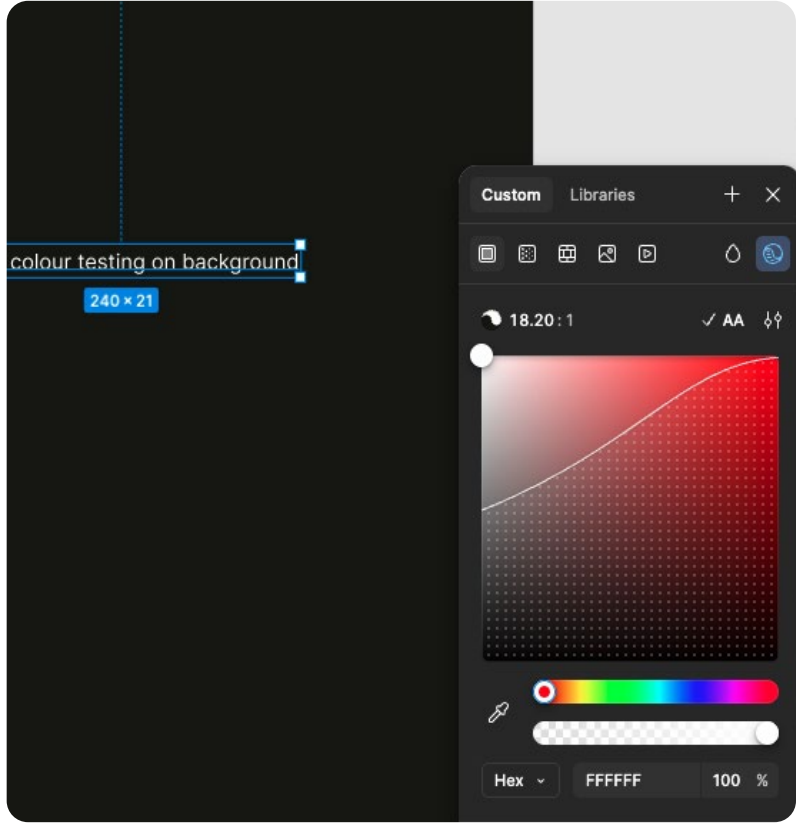
Second iteration/wireframe of homepage (1)



User personas



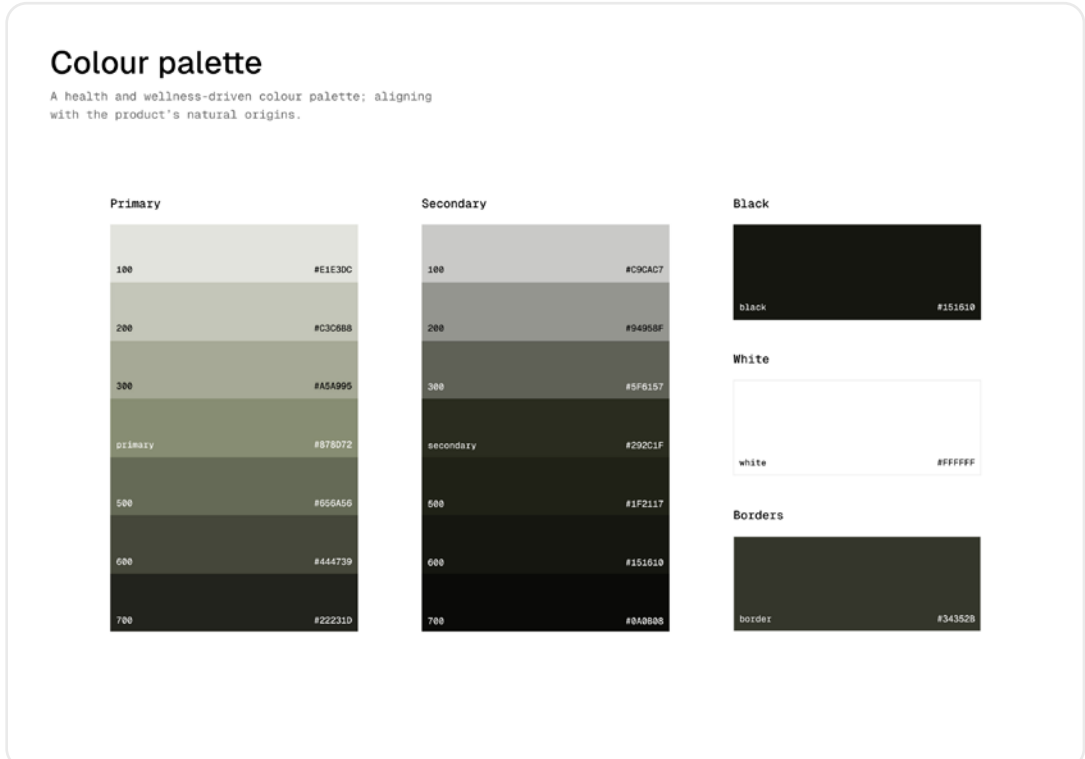
Competitor analysis for ‘science’ page



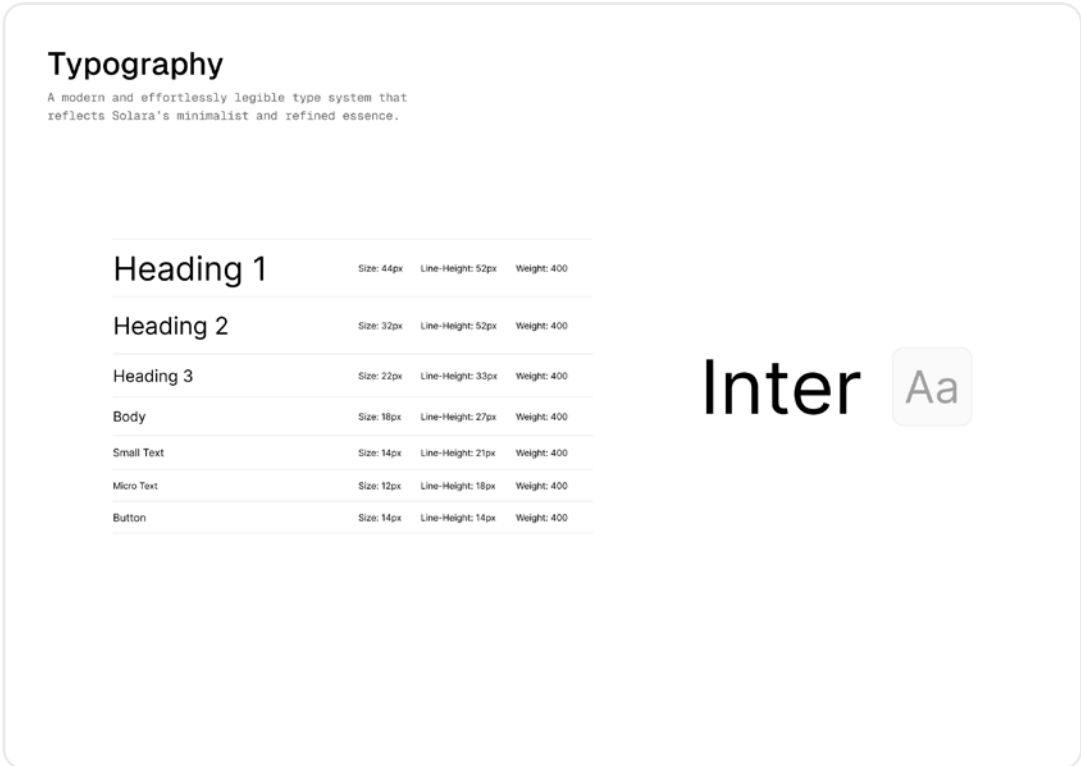
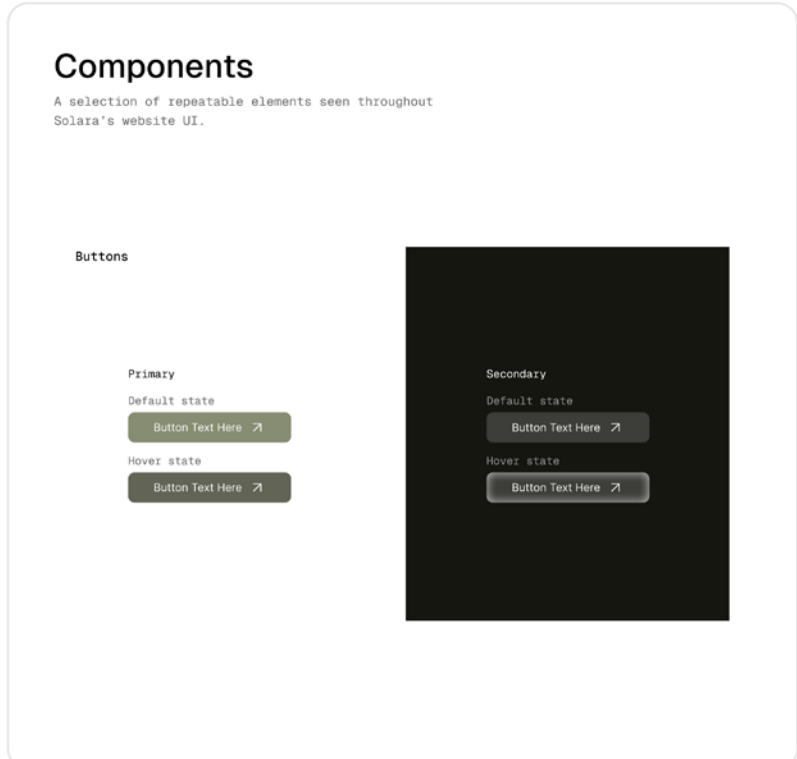
Colour contrast meeting WCAG AA standards

Key design decisions included:

- Product page: Minimised cognitive load with pre-selected options and clear unique selling points.
- Science page: Presented educational content with progressive disclosure, enhancing credibility.
- Checkout flow: Streamlined to reduce friction, validated through semi-structured usability testing.
- Accessibility: I tested colour contrast to ensure compliance with WCAG standards and introduced the ‘Inter’ font to improve text legibility, as the original brand font reduced readability.
- Mobile-first approach: With over 60% of web traffic coming from mobile devices - especially in construction where users often browse on-site - I prioritised a mobile-first design. Key actions like viewing projects, downloading the capability statement, and contacting the team were optimised for smaller screens to ensure a seamless experience across all devices.



Design system

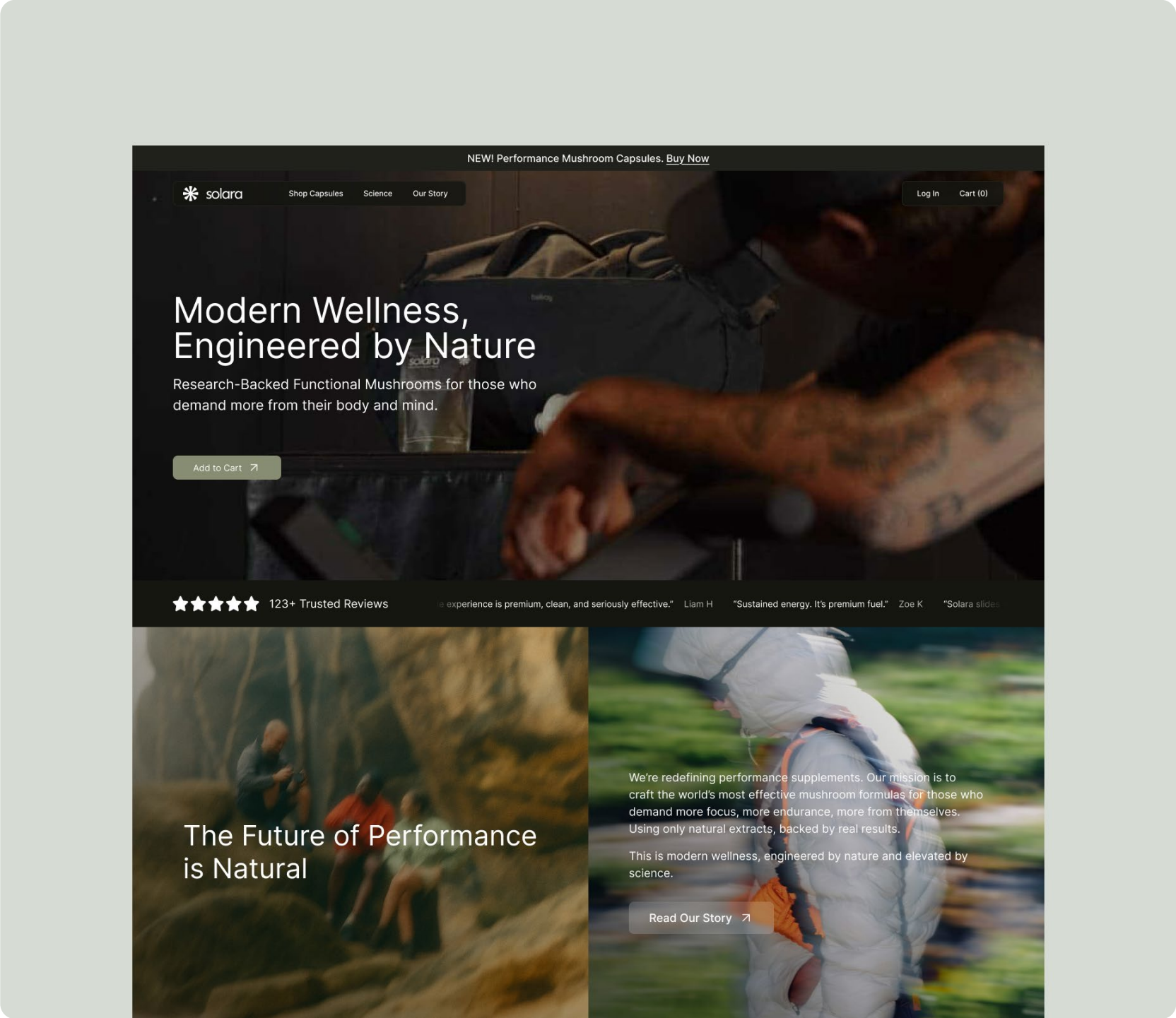


Outcome

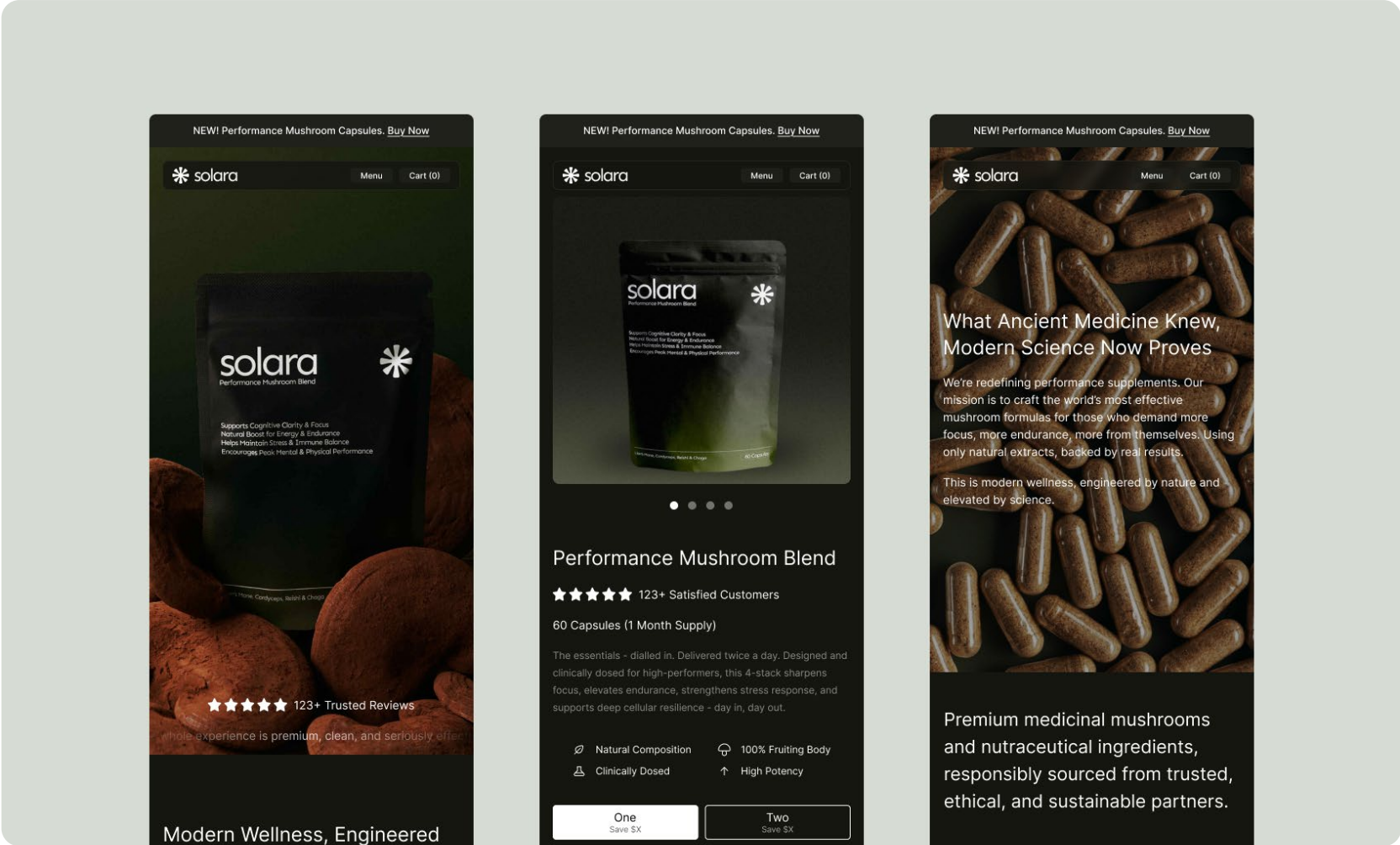
This three-month project marked a big step in my development as a designer. I'm proud of the final outcome, particularly the positive feedback received on the user interface. The brand and website achieved a balance of trustworthiness and approachability in a highly competitive market.

User review quote #1
“Unreal great branding”

User review quote #2
“Looks so good! Tight brand too”



Homepage final design



Final designs (phone)



Packaging mockup



Product shot

Reflection

While I'm proud of the result, the real value was in the lessons learned. Two stand out: the importance of thorough research in shaping a user-centred product, and the need to refine and strengthen my own design process.

Looking ahead, I aim to:

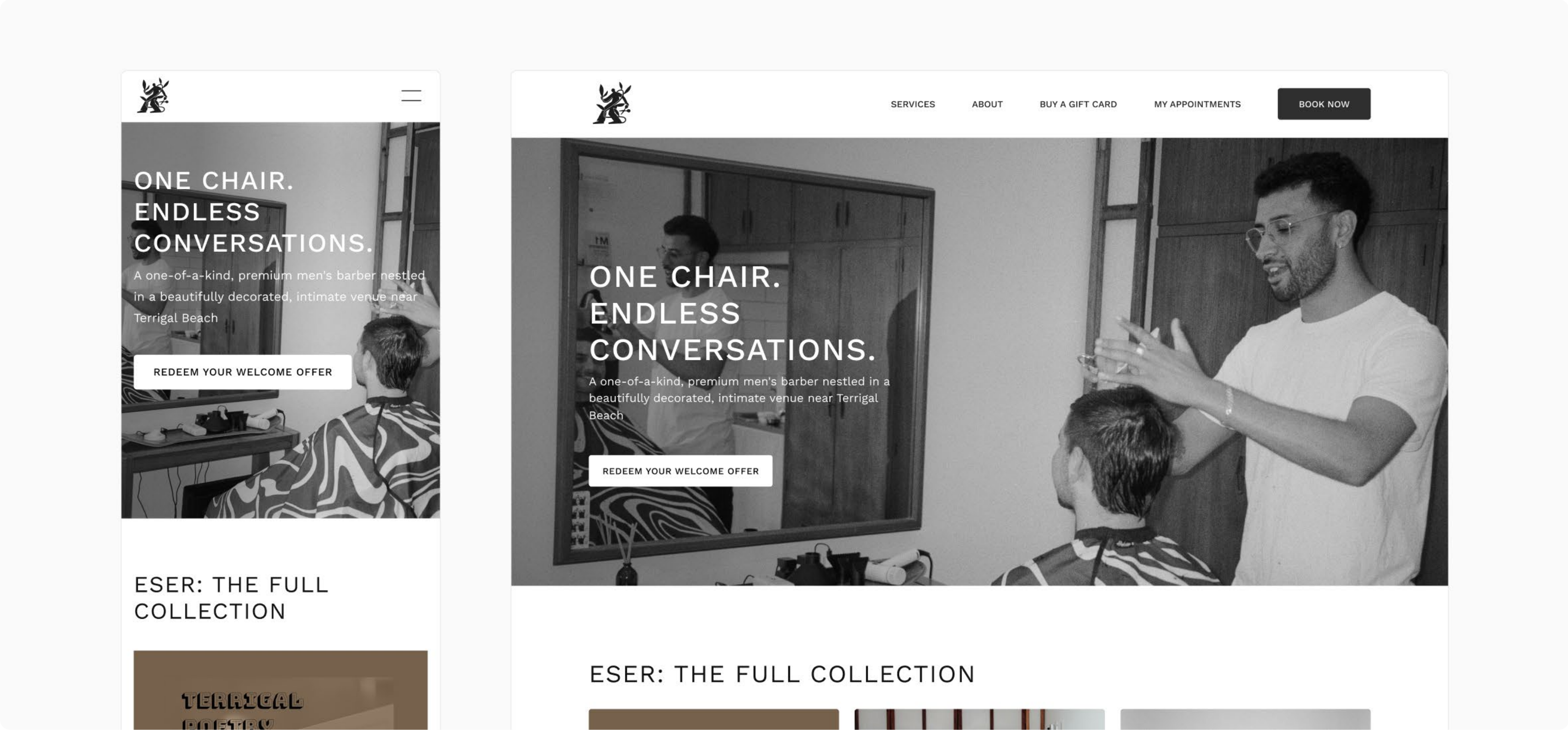
- Conduct deeper user research to refine features and concepts.
- Continue refining my workflow and process.
- Implement a more robust design system with reusable components to speed up iteration.
- Explore accessibility features to make designs more inclusive.

As one of my first large-scale projects, Solara pushed me to grow quickly. It gave me hands-on experience in driving a project end-to-end, and left me more confident in my ability to combine branding and UX/UI into a cohesive, user-focused outcome.

Eser Barber

UX/UI design

Role UX/UI Designer Tools Figma Timeline February - March 2025



Project overview

A premium local barber engaged me to redesign and modernise his existing website. Over a two-month period, I focused on user-centred design to improve usability and engagement, while elevating the overall user interface to better reflect the quality of his brand and services.

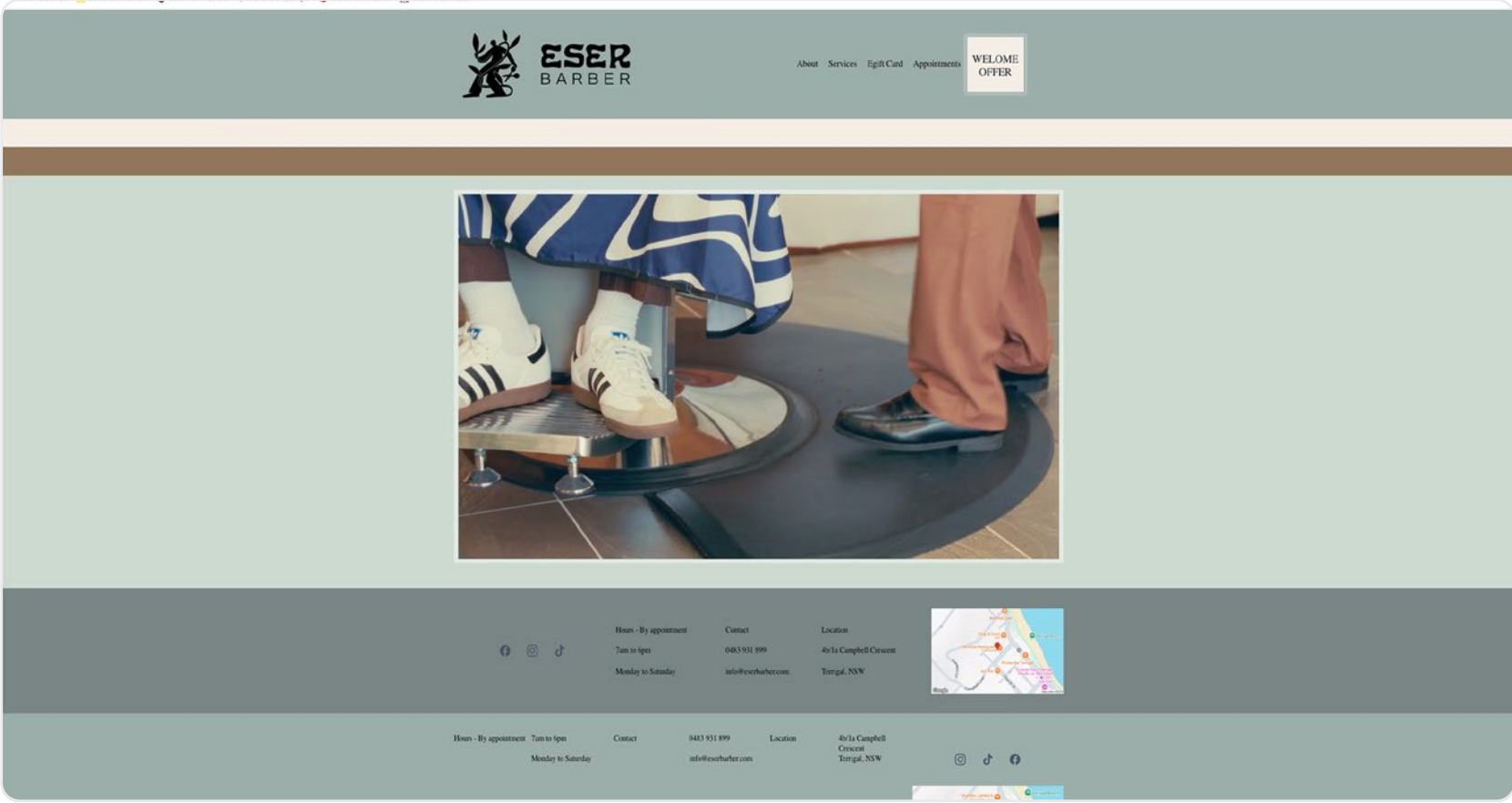
The challenge

Eser Barber needed a website that significantly improved the customer experience. The existing site created friction for users, making the core journey - booking a haircut - unnecessarily difficult.

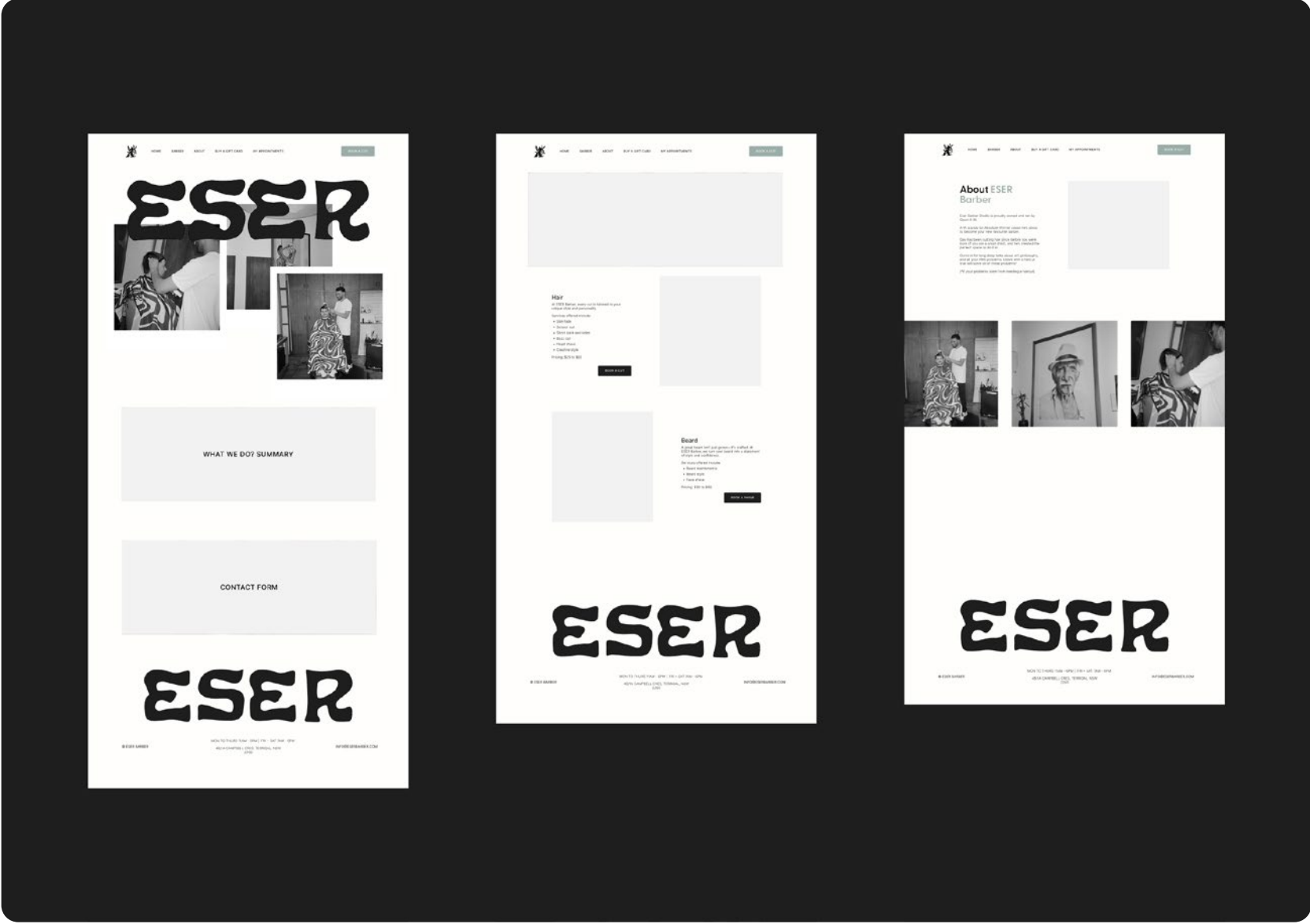
Following the principles of the design thinking framework, I began by identifying and understanding the needs of the people I was designing for. Using the “How might we...” approach, the guiding question became: “How might we reduce friction in the booking process and create a seamless online experience?”.

With this question in mind, I focused on a few key improvements:

- Modernising the UI - replacing an outdated interface with a cleaner, more contemporary design.
- Streamlining user journeys - reducing the number of steps required to complete key actions or find essential information.
- Improving communication - making it simple and intuitive for users to get in touch or make enquiries.



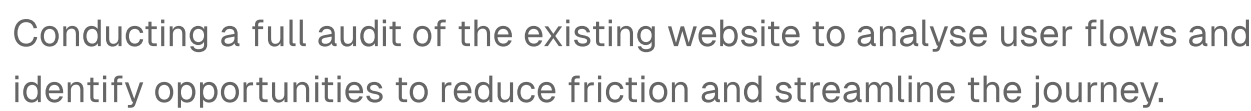
Old website landing page



Initial wireframes of website

After defining the problem, I began with market research, user personas, and ideation, followed by wireframing. I conducted a comprehensive audit of the existing UI and user flows, and the insights gathered directly informed the new information architecture.

A key focus of the redesign was adopting a mobile-first approach, ensuring users could navigate and complete key tasks seamlessly on smaller screens. Using an iterative design process, I refined user interactions to reduce cognitive load and deliver a more intuitive, frictionless experience.

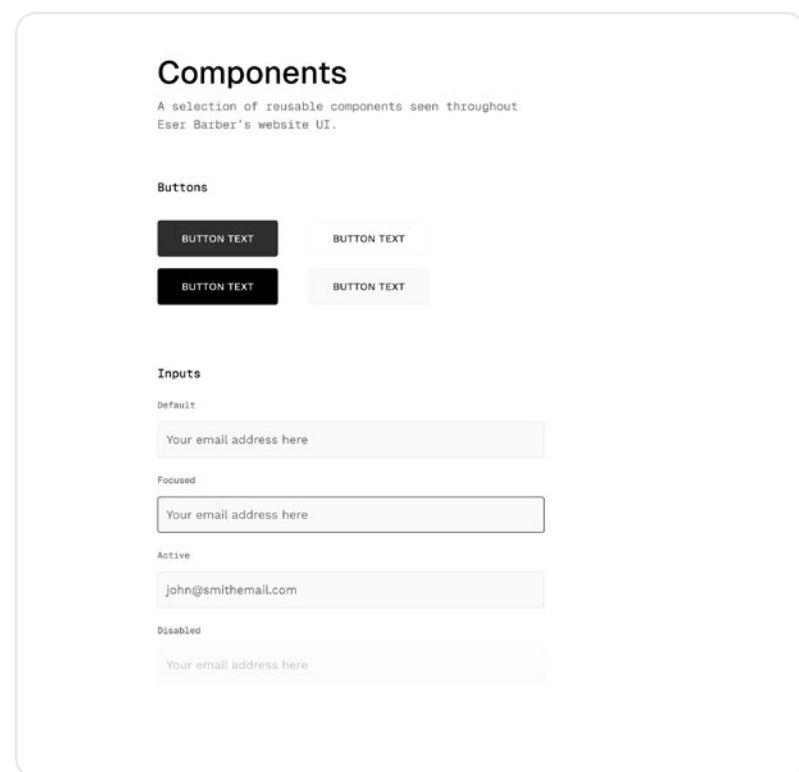
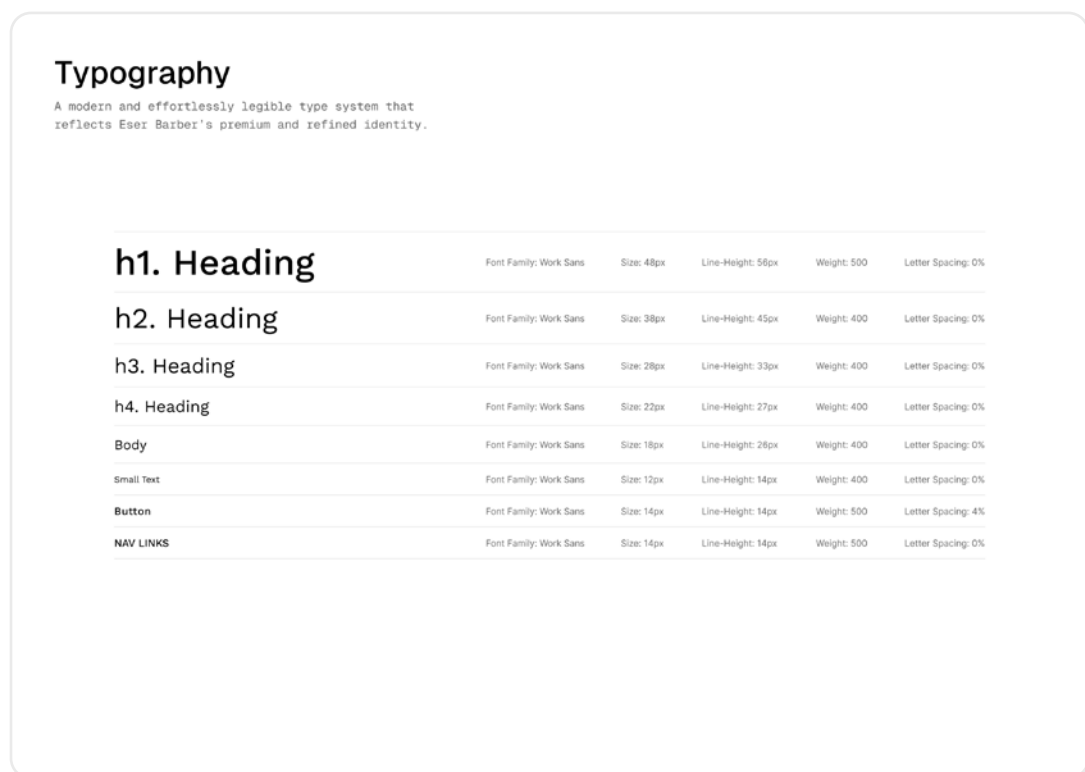


- **Colour palette:** The colour palette was designed to reflect Eser Barber's premium positioning - minimal, refined, and sophisticated. An initial green CTA colour was replaced with a deep grey after users noted the green felt out of place and inconsistent with the brand. The final palette not only aligned with brand perception but also met WCAG contrast accessibility standards.

- **Contact form:** The contact form was simplified and designed for clarity, with the primary goal of encouraging users to sign up for exclusive deals and upcoming offers. Its placement and structure support easy engagement without overwhelming the user.

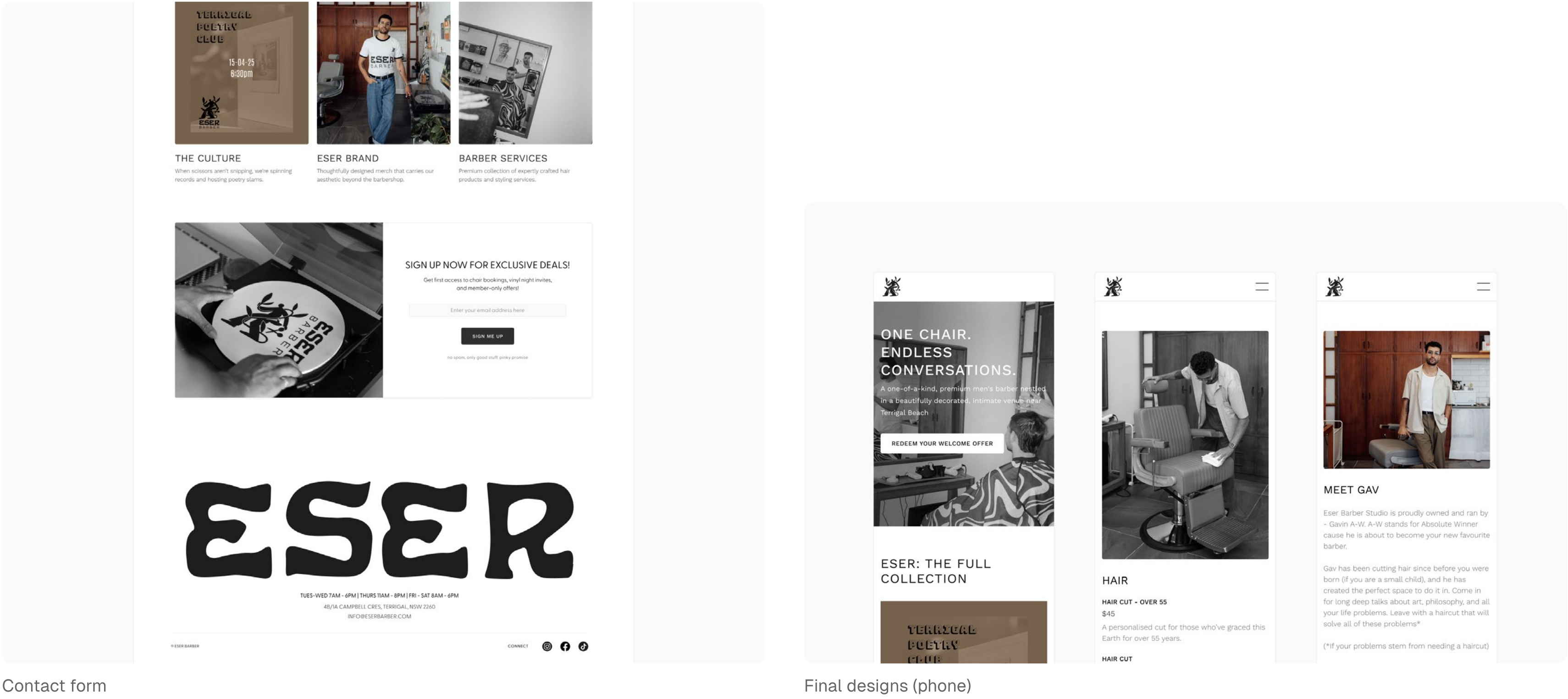
- **Services page:** This page underwent significant improvement. The previous version was vague, required multiple steps to understand what was offered, and lacked detail. The redesigned services page now provides clear descriptions, reducing cognitive load and helping users quickly determine whether Eser Barber meets their needs.

- Eser module: A dedicated “Eser” section was introduced near the top of the homepage to quickly communicate the brand’s identity, values, and point of difference. This ensures users understand what sets Eser Barber apart within seconds of landing on the site, building trust early and strengthening the brand narrative before they explore further.



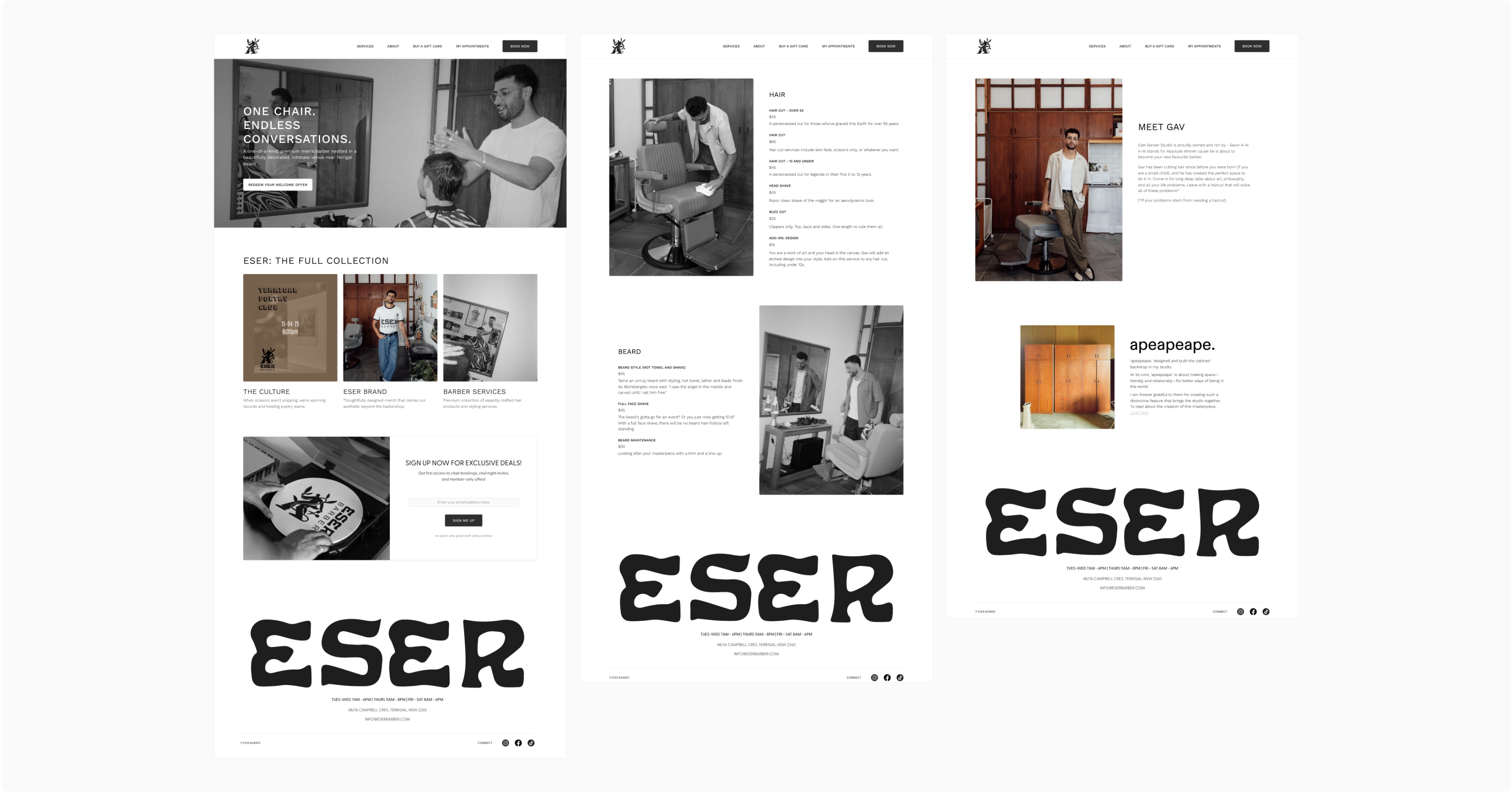
Outcome

The redesigned website delivered a significantly improved user experience, removing key points of friction and making the booking journey seamless and intuitive. The updated UI better reflects Eser Barber’s premium positioning, while the streamlined navigation and clear information architecture make it easier for users to explore services, learn about the brand, and take action.



Contact form

Final designs (phone)



Final UI designs

Reflection

This was my first real UX/UI project, and it taught me a great deal about the end-to-end design process. I’m proud of the final outcome and how much I grew as a designer throughout the project.

Key takeaways:

- Always design with scalability in mind to ensure the product can evolve over time.
- Solving the real problems users face is at the heart of effective, user-centred design.
- Research is most valuable when it directly informs design decisions - insights should shape structure, not just validate choices.
- Iteration is essential - testing, gathering feedback, and refining even small interactions often have the biggest impact on the final experience.