


Lachlan Paull

UX/UI | Product

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As a 'UX generalist' (designer, researcher, and side-interest engineer!), I have experience across product, software consulting, and academia. I've designed **WCAG AA compliant federal digital identity apps** for iOS/Android, **streamlined event creation workflows for organisations and increasing engagement**, & redesigned quoting **user experiences to facilitate +20% growth**. I get a lot of satisfaction from making things people genuinely use.. and sometimes making them fun too.

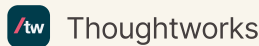
Experience



Sep 2025 - Present
Contract via Scalence

UX Researcher

Google Maps — Conducting discovery research and usability testing for new features for Google Maps across desktop and mobile experiences, ensuring a lovable experience for users by collaborating with designers & PMs. Synthesising insights into presentations to inform product decisions and inform design



Oct 2024 - Sep 2025
Contract via Preacta

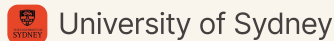
Product Designer

Client — Teachers Health

Evaluated and tested current-state experience to redesign and user-test a new, improved 'quote & join' flow to drive growth by 20%. Informed new information architecture for a website rehaul.

Client — Carsales

Led and consulted on a redesign utilising Carsales' design system to modernise a U.S. sister site, RVT.com; Created designs to facilitate growth through improved UX & localisation.



March 2024 - Oct 2024
Contract

Learning Experience Designer | Casual Academic Tutor

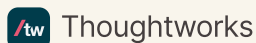
Informed design educators to improve student learning & engagement at scale, designed strategies & LMS pages to enhance student experience in lectures & classes from conducting competitor analysis & workshops; Led design classes for Bachelor of Interaction Design students.



Feb 2023 - Jan 2024
Independent contractor

Product Designer

Collaborated with stakeholders and developers, & designed three volunteer-facing web apps to increase volunteer engagement & improve letterboxing efficiency & success rates.



Feb 2022 - Feb 2023
Full-time

UX Designer

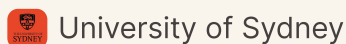
Client — Macquarie University

Executed research & strategic planning (stakeholder workshops & interviews); synthesised insights into prioritised MVP roadmap for a digital mental health platform rehaul.

Client — Department of Customer Service NSW

For the federal Digital Birth Certificate app, designed user flows & collaborated with developers, & improved inclusive design by addressing WCAG issues uncovered in accessibility audits.

Education



2019 - 2021

Bachelor of Design Computing (Interaction Design)

Developed skills in human-centred design to research, prototype, & test products, services & experiences. Developed skills in digital design, UX & product design via simulated studio projects.

- **Nomination** — Top 3 for IBM's Best Capstone Project Award - for our Product Design 'Eli'
- **Award** — Dean's List of Excellence in Academic Performance (2020, 2021)

2024

Master of Design (Strategic Design, Design Leadership)

[After work hours, 2/3 semesters complete] Developing leadership & strategic design skills through client-engaged projects; Practicing how design meets business outcomes via strategic thinking.

- **Award** — EY Award for Best Capstone Project, a Strategic Proposal for client Message Stick ICT
- **Award** — Dean's List of Excellence in Academic Performance (2024)

Design & development skills

- **UX/UI design** — End-to-end product design across web and mobile; wireframing, prototyping, interaction design, design systems, visual design
- **Human-centred Design** — Design thinking facilitation, ideation workshops, co-design, iterative prototyping and usability testing
- **Visual communication** — Strong visual comms & storytelling, presentation design, compelling narratives
- **Prototyping & AI coding** — Low to high fidelity in Figma; AI-assisted vite coding for functional web prototypes
- **Web development** — HTML, CSS, JavaScript, Node.js; comfortable with code to support design–dev collaboration
- **3D & spatial design** — VR design in Unity; 3D modelling with Autodesk & Blender, Spline for web
- **Accessibility** — WCAG audit experience, inclusive design principles

Research & insights

- **Research methodologies** — Usability studies, diary studies, interviews, experience sampling, surveys, A/B testing
- **Synthesis** — Affinity mapping, journey mapping, personas, insight clustering, opportunity framing
- **Stakeholder comms** — Stakeholder management & participation, presentations, strong collaboration
- **Reporting & visualisation** — Reports, data visualisation, executive summaries





Toolbox

- **Design** — Figma, Adobe Suite, Google Sketch, Framer
- **Research** — FigJam, Miro, Mural, Dovetail, Notion, G Sheets
- **Collab & PM** — Jira, Confluence, Notion
- **3D** — Unity (VR), Autodesk Fusion 360, Blender, Spline3D
- **IDEs & AI** — Claude Code, Cursor, VS Code
- **Web Dev** — HTML, CSS, JavaScript, Python, Node.js
- **Source Control** — Git / GitHub
- **Deployment** - Vercel, Netlify

More about my teaching experience @ USYD...

For evening sessions and while working as a Learning Experience Designer at USYD, I led classes teaching Bachelor of Design (Interaction Design) students over 4 semesters casually. I love teaching and working with students, building strong relationships with students and educators, and informing students on their major projects in studio classes and preparing them for life in industry.

Units I've taught:

- [Qualitative Methods in Design \(DECO2019\)](#) 
- [Design Process & Methods \(DECO1006\)](#) 
- [Interaction Design Studio \(DECO2200\)](#) 
- [Intro to UI Design \(DECO2102\)](#) 
- [Advanced Web Design \(DECO2017\)](#) 
- [Interactive Product Design Studio \(DECO3200\)](#) 