

Lisa Whittle

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Mixed-methods user researcher with 10+ years across enterprise SaaS, fintech and healthtech, building the programs, frameworks and AI-augmented workflows that scale research and get teams from question to decision faster.

Experience

Atlassian

Senior UX Researcher

OCT 2022 — MAR 2026

ENTERPRISE SAAS

- **Identified \$1.14M in annual support cost savings** by leading a cross-functional program with Customer Support, analysing high-volume tickets to pinpoint usability issues, then validating fixes through research.
- **Influenced investment in the Jira automation visual workflow builder** through Jobs-to-be-Done research that uncovered unmet user needs and critical gaps in the automation UX; now a core automation feature.
- **Established and led a CXO-sponsored, company-wide ease-of-use research program**, scaling usability research capability to 500+ designers.
- **Led development of a no-code research agent used across Atlassian**, letting teams surface insights by typing a question; built a human-AI evaluation framework for accuracy and reliability.
- **Advanced the research function's AI-augmented practices** by experimenting openly and sharing learnings, building AI workflows and an AI UXR tool evaluation framework.
- **Developed early-career researchers to operate with greater influence** through mentoring on research craft, stakeholder management, and the business of research.

Xero

Design Researcher → Lead Design Researcher

JUN 2021 — OCT 2022

FINTECH

- **Promoted twice in 16 months**, from Design Researcher to Lead Design Researcher, for strategic research, mixed-methods rigour, and cross-functional influence.
- **Informed strategy for a new market offering** by mapping Jobs-to-be-Done across 100+ research reports, identifying product gaps and expansion opportunities with product and design leadership.
- **Shaped the redesigned in-product communications channel**, leading mixed-methods research (analytics, card sort, interviews, diary study) to uncover user needs and inform design.
- **De-risked the rollout of design-language changes across critical product areas** through evaluative research confirming UI updates wouldn't disrupt customer trust; shipped without disruption.
- **Mentored early-career researchers and design partners** to scale research capability across teams.

Innowell

University of Sydney and PwC venture

UX Research Program
Manager / UX Researcher /
Project Manager

JUN 2015 — DEC 2019

HEALTHTECH

- **Led co-design and usability research** to shape the early design of the Innowell mental-health platform.
- **Built process and templates** to scale research practice across the venture.

University of Sydney University of Stirling UNC at Chapel Hill

Clinical Trial Coordinator /
Research Assistant

FEB 2006 — JUN 2015

CLINICAL RESEARCH

- **Built the methodological rigour that underpins my UX research practice** through clinical research roles, coordinating trials, running participant studies, and co-authoring 10 peer-reviewed publications.

Skills

RESEARCH STRATEGY & PROGRAMS

Mixed-methods research, foundational & evaluative studies, program design, systems thinking

RESEARCH METHODS

Jobs-to-be-Done, interviews, surveys, diary studies, card sorting, product analytics, concept & usability testing, competitive benchmarking

INFLUENCE & LEADERSHIP

Stakeholder management, storytelling, leading through influence, mentoring

AI-AUGMENTED RESEARCH & SYSTEMS

AI workflows, agent development, human-AI evaluation framework

Education

Harvard Business School 2015
Online

Credential of Readiness: Business Analytics, Economics for Managers, Financial Accounting

Northeastern University 2005
Bachelor of Science in Psychology