Lisa Whittle

lnwhittle@gmail.com · linkedin.com/in/lnwhittle
Portfolio: lisa-whittle.com · Melbourne, VIC

Mixed-methods UX researcher with 10+ years across enterprise SaaS, fintech and healthtech, turning ambiguous problems into evidence that drives decisions and business outcomes. Builds the enablement, frameworks and AI workflows that scale research. Mentors and coaches on craft and the business of research.

Experience

Atlassian

OCT 2022 — APR 2026

Senior UX Researcher

ENTERPRISE SAAS

- **Identified $1.14M in annual support cost avoidance through a cross-functional program with Customer Support using strategic usability testing,** by analysing high-volume support tickets to pinpoint likely problem areas, then testing to identify the underlying problems and inform targeted product improvements.
- **Established and led a CXO-sponsored, company-wide research enablement program, scaling usability research capability to 500+ designers** through playbooks, templates, and office hours, partnering with design ops and design leadership to drive adoption.
- **Led development of a research insights agent, adopted across Atlassian in place of the research library,** enabling teams to self-serve insights from the entire research function, backed by a human-AI evaluation framework for accuracy and reliability.
- **Contributed to the research function's AI-augmented practices,** including AI workflows and an AI UXR tool evaluation framework, by experimenting openly and sharing learnings.
- **Shaped product direction for the Automation capability** through Jobs-to-be-Done research that mapped the end-to-end job, segmented users by need, and surfaced gaps in the offering, delivering a foundational understanding of users and informing the redesign of the rule builder.
- **Challenged long-held assumptions and informed improvements to the adoption experience of the Atlassian Design System's design language,** part of a company-wide brand-identity refresh, by leading foundational research into the organisational and service factors driving and blocking adoption.
- **Developed early-career researchers to operate with greater influence** through mentoring on research craft, stakeholder management, and the business of research.

Xero

JUN 2021 — OCT 2022

Design Researcher → Lead Design Researcher

FINTECH

- **Promoted twice in 16 months,** from Design Researcher to Lead Design Researcher, for strategic research, mixed-methods rigour, and cross-functional influence.
- **Shaped the redesign of an in-product communications channel** by leading mixed-methods research (analytics, diary study, card sort, interviews) that produced a decision framework for matching message type to notification design; findings reached the CPO.
- **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.

— MATERNITY LEAVE · JAN 2020 — MAY 2021

Innowell JUN 2015 — DEC 2019

University of Sydney and PwC venture

UX Research Program Manager / UX Researcher / Project Manager

HEALTHTECH

- **Shaped the early service design of Innowell, a digital mental health service,** through co-design and usability research.
- **Scaled the research practice** by establishing repeatable processes and templates.

University of Sydney · University of Stirling · UNC at Chapel Hill FEB 2006 — JUN 2015

Clinical Trial Coordinator / Research Assistant

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, research enablement, systems thinking

RESEARCH METHODS Jobs-to-be-Done, interview, survey, diary study, card sort, product analytics, concept & usability testing, competitive & usability benchmarking

INFLUENCE & LEADERSHIP Stakeholder management, storytelling, leading through influence, mentoring

AI-AUGMENTED RESEARCH & SYSTEMS AI workflows, agent development, human-AI evaluation framework, AI UXR tool evaluation framework

Education

Harvard Business School Online 2015

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

Northeastern University 2005

Bachelor of Science in Psychology