

Lisa Whittle

Profile

Mixed-methods UX researcher with 10+ years across enterprise SaaS, fintech, and healthtech – comfortable in complex, technical product environments. Helps teams move from discovery through to strategic decisions, understanding not just what users need but why it matters for the business. Builds programs, frameworks, and AI-augmented research workflows so research scales and teams move from question to decision faster.

Experience

ATLISSIAN

Atlassian | Senior User Researcher | Oct 2022 - Mar 2026

- **Identified \$1.14M in annual support cost savings** by leading a cross-functional program with Customer Support that analysed high-volume support tickets to pinpoint usability issues, validated through usability research that informed targeted product improvements.
- **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.
- **Drove targeted improvements to the Atlassian Design System adoption experience** through foundational research that identified organisational and design system barriers and drivers to adoption.
- **Established and led a CXO-sponsored, company-wide ease-of-use research program**, scaling usability research capability across 500+ designers, PMs, and researchers.
- **Led development of a no-code research agent used across Atlassian**, enabling product teams to surface insights across the research function by simply typing a question; established a human-AI evaluation framework to ensure accuracy and reliability.
- **Contributed to the research function's advancement in AI-augmented research practices** by experimenting openly and sharing learnings so the whole function could learn faster, including building AI-augmented workflows and developing an AI UXR tool evaluation framework.
- **Developed early-career researchers to operate with greater influence** through regular mentoring on research craft, stakeholder management, and the business of research: framing findings in business terms and navigating organisational complexity effectively.

xero

XERO | Design Researcher to Lead | Jun 2021 - Oct 2022

- **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+ historical research reports, identifying product gaps and expansion opportunities in partnership with product and design leadership.**
- **Shaped the redesigned in-product communications channel**, leading mixed-methods research (analytics, card sort, interviews, diary study) to uncover key user needs and inform design decisions.
- **De-risked the rollout of design language changes across critical product areas** by leading evaluative research that confirmed UI updates would not disrupt customer trust. Changes shipped without disruption.
- **Mentored early-career researcher and design partners** to scale research capability and strengthen research practice across teams.

Maternity Leave | Jan 2020 - May 2021



Innowell (University of Sydney / PwC venture) | UX Research Program Manager / User Researcher / Project Manager | Jun 2015 - Dec 2019

- **Led co-design and usability research** to shape the early design of the InnoWell platform.
- **Built process and templates** to scale research practice.



Uni. of Sydney | Uni. of Stirling | UNC Chapel Hill | Clinical Trial Coordinator / Research Assistant | Feb 2006 - Jun 2015

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

Skills

- **AI-Augmented Research & Systems:** AI workflows, agent development, human-AI evaluation framework
- **Research Strategy & Programs:** Mixed-methods research, foundational and evaluative studies, program design, systems thinking
- **Research Methods:** Jobs-to-be-Done, interviews, surveys, diary studies, card sorting, product analytics, concept and usability testing, competitive benchmarking
- **Influence & Leadership:** Stakeholder management, storytelling, leading through influence, mentoring
- **Domain Expertise:** Enterprise SaaS, automation, design systems

Education

Harvard Business School Online | 2015

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

Northeastern University | 2005

Bachelor of Science in Psychology