



Lachlan Sunderland

Experience Designer

Get in touch

✉ hi@lachlansunderland.com

🌐 lachlansunderland.com

📞 0405 159 288

On the tools

👤 Figma, Sketch, Axure

📅 Miro, FigJam, Freehand

💡 Askable, Lookback, Fullstory

📊 Atlassian suite, Clickup

How I play

Design is so much more than just a job

🏆 I thrive in ambitious teams

📢 Communication is key — there are no stupid questions.

🎓 Always curious. Always learning.

👉 Make a difference

Education

Bachelor of Design Computing

University of Sydney
2011 – 2013

- Deans List of Excellence
- University of Sydney Academic Merit Prize

I'm a customer-focused experience designer lucky enough to spend my days collaborating with multidisciplinary teams to help organisations understand their challenges and turn insight into experiences fit for humans.

Experience

Senior UX Designer | Fifty Zoo

Jul 2021 – Feb 2023 | AGSVA NV1 Security Clearance

Experience designer in a small, highly motivated team designing digital strategy, system requirements and software interfaces for complex and challenging environments in sectors including Government & Defence.

Aura Net — Situational awareness and remote management for distributed power systems. Responsible for lean discovery and rapid iteration to conceptualise, design and validate a POC for an application that will enable operators to effectively exploit the data produced by distributed power networks.

Open SIL — Secure sovereign defence systems integration lab and marketplace. Responsible for UX research, conceptualisation, information architecture, and wireframes for a flexible and scalable digital platform and marketplace to empower industry to collaborate and develop more effective and valuable solutions for the ADF.

Wunderman Thompson

(formerly Wunderman-Bienalto)

Feb 2015 – Jul 2021

Endeavour Group (secondment)

Nov 2020 – Jul 2021

UX Designer for 2 app squads. Responsible for research, UX design, prototype development, and design validation for more than 15 Agile Delivery Train initiatives across two app squads. Highlights include:

Dan Murphy's Same day delivery and real-time order tracking | Apple Wallet integration for My Dan's and Apple Pay for checkout | Gifting uplift and NSW Liquor legislation compliance | Registration and login redesign

BWS Delivery guarantee | Everyday Rewards Integration redesign

Senior UX Designer Promoted Jan 2017

User experience designer collaborating with high-performing multidisciplinary teams to craft experiences that realise business value by meeting the needs of customers.

During my time at Wunderman-Thompson I gained extensive experience across a range of digital channels, including web, mobile, apps, and communications; in a variety of industries including:

- **Loyalty:** Velocity Frequent Flyer membership portal | Everyday Rewards App product strategy and proof of concept (secondment)
- **Retail:** Coles Online e-Commerce platform design lead (secondment)
- **Government:** IP Australia CX review and strategy
- **Professional services:** Herbert Smith Freehills website, Engineers Australia
- **Insurance:** Suncorp and Australian Unity optimisation programs

UX Design Consultant Promoted Dec 2015

UX Design Analyst Commenced Feb 2015

I love the human-centred process

UX Design is just part of the puzzle



I approach
design
holistically