

# Jacob Laird

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jacoblaird.com  
hello@jacoblaird.com  
320/188 Chalmers Street  
Surry Hills, New South Wales 2010

## Experience

### Design Mentor 2023 - Present Apple Foundation Program - University of Technology Sydney

- Mentored learners in the Apple Foundation Program to guide students through an intensive 4-week program, focusing on design aspects from user research, ideation, refinement, interface design, and prototyping towards final designs using the Human Interface Guidelines.
- Empowered students to: tackle real-world problems, collaborate effectively in diverse teams, design innovative applications using the Apple iOS ecosystem

### Design Mentor (Contract) 2024 Apple Foundation Program - Royal Melbourne Institute of Technology

- Mentored high school students (Years 10 & 11) at RMIT for the design component of the Apple Foundation Program. This involved guiding them through the entire design process, from user research and ideation to refinement, interface design, and prototyping, culminating in final designs.

### UX/UI Designer 2021 - Present 3P Learning (Mathletics)

- Designing meaningful, engaging and intuitive digital experiences for children, teachers, and parents to measurably help 3.5+ million students improve their maths ability.
- Redesign of the certificates, points, and rewards mechanisms within the student centre, resulting in a 25% increase in maths activity completion. This approach employed animated student personalisation and animation to enhance use engagement, fostering a more interactive and rewarding learning environment for students.
- Re-designed the end-to-end B2C experience, including landing pages, user onboarding and continued management and use within the Parent Dashboard.
- Working in collaboration to establish and manage a design system for B2C & B2B use cases.

### Academic Tutor - Advanced Interaction Design & Experience Design 2021 - Present University of Technology Sydney

- Delivery of Interaction Design courses to both undergraduate and postgraduate students to provide an understanding of methods and concepts surrounding user experience design and human-centred design.
- Teaching user research techniques, sketching, storyboarding, prototyping and evaluation approaches to support students in designing appropriate and engaging user experiences.

### Digital Designer (UX/UI) 2020 - 2021 Infrastructure Partnerships Australia

- Collaborated on the redesign and delivery of an industry-based infrastructure data mapping portal through user flow analysis, information architecture, wireframing, prototyping and testing.
- Designed and implemented interactive webpages using animation and motion graphics for marketing purposes.

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## UX/UI Designer

2020 - 2021

### One Another Community

- Redesigned the applications user interface from research insights to deliver a simplified experience and a more approachable platform for users.
- Collaborated with a team to redesign and package the application from web for native iOS and Android release.

## Motion Graphics Designer

2017- 2019

### Fancy Films

- Animated high-fidelity banking and public service mobile application prototypes for promotional videos, internal marketing and development purposes.
- Managed pre-production, shot, edited, composited graphics and delivered web series, promotional material, explainer videos and live events.

## Education

2020 - 2021

Master of Interaction Design  
University of Technology Sydney  
Sydney

2 x Dean's List Recipient  
(GPA 6.43/7)

2014 - 2017

Bachelor of Film and Television  
Swinburne University of Technology  
Melbourne

(GPA 3.08/4)

## Skills

UX Design  
UI Design  
Design Systems  
User Research

Product Analytics  
Animation  
Motion Design  
Front-End Development

## Tools

Figma  
Sketch  
Adobe CC  
Lottie

Framer  
Protopie  
Xcode  
HTML, CSS & JS