

Jacob Laird

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320/188 Chalmers Street
Surry Hills, New South Wales 2010

Experience

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.
- 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 with senior designer to establish and manage a design system for B2C use cases.

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

- Delivery of the Advanced Interaction Design course 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.
- Conceptualised, designed and published digital assets including webpages, animation, motion graphics, video and photography for web, social media and email marketing purposes.

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.

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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

Products Analytics
Micro Animation
Motion Design
Front-End Development

Tools

Figma
Sketch
Adobe CC
Lottie

Framer
Protopie
Zeplin
HTML, CSS & JS