



# Lachie Philipson

Interaction and Experience Designer

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I'm a designer with 7 years experience crafting digital products. Originally from New Zealand, I've made Munich my home. I'm passionate about creating experiences that resonate with people and have a meaningful impact on communities and our planet.

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## WORK EXPERIENCE

### Springload

2018 – 2023

#### Experience Design Lead

In this role for the digital agency, I led design on large, complex projects to ensure seamless user experiences across many digital platforms. I promoted teamwork, mentored junior designers, and collaborated within cross-functional teams to find innovative solutions for clients.

#### Senior Experience Designer

I transformed user needs into effective digital experiences for web and mobile platforms. This included comprehensive user research techniques and the creation of prototypes and design systems.

#### UX/UI Designer

I developed user-friendly interfaces, conducted research, and tested designs, ensuring seamless interfaces and consistent designs for a range of clients.

### Victoria University

2019 – 2020

#### Digital Product Design Tutor

I guided students in a masters level product design course that covered design theory, UX/UI methodologies, and digital tools.

### New Zealand Police

2015 – 2018

#### Service Designer

I worked in the Mobile Innovation Lab on the OnDuty iOS app, conducted research in the field, facilitated workshops, and collaborated in an Agile team.

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## EDUCATION

### Massey University

2011 – 2015

#### Bachelor of Design with Honours

My degree focused on human-centred design for digital media, as well as a foundation in visual communication design such as typography and graphic design. For my thesis, I investigated generative design and embodied interaction for installations.

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## SKILLS

### Design and Practice

Human centred design, interaction design, typography, prototyping, Agile, mobile, web, usability testing, accessibility, communication, team work, and pitching workshop facilitation.

### Tools

Figma, Sketch, Framer, Miro, InVision, Photoshop, InDesign, Illustrator, Webflow, Spline, HTML, CSS, Jira, and Notion.

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## SELECTED PROJECTS

### Again Again

2023

#### Mobile app for waste reduction startup

I led the UX and design for a mobile app designed to reduce waste from single use food and beverage packaging. Extensive prototyping and usability testing ensured an intuitive experience across all touch points. Users have borrowed almost 30,000 containers and the app has a 5 star rating in the App Store.

### Meridian Energy

2022

#### Sustainable energy provider, customer facing website

We designed a website for the electricity producer, emphasising their commitment to renewables. A smooth sign-up flow and the creation of a design system ensured an on brand digital presence. They have since witnessed a 21% increase in sales volume.

### National Museum of New Zealand Te Papa

2019

#### Quake Nation, museum interactive

I designed an interactive earthquake data visualisation for the national museum. We achieved a 40% engagement rate among visitors and an average session time of 2 minutes — extremely high for the museum industry.

### New Zealand Police

2018

#### OnDuty, mission critical app for frontline officers

As part of a team, I designed OnDuty, a mission critical iOS app used by 10,000 police officers to enable access to intelligence in the field while increasing the speed and accuracy of reporting. Officers save 30 minutes per shift equating to half a million hours per year.

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## ABOUT ME

### Awards and achievements

New Zealand Spatial Excellence Awards Best Map Design, 2019  
New Zealand Designers Institute Gold Pin, 2016  
Prime Minister's Scholarship for Sustainable Design, 2015  
Everest Marathon charity race in Nepal, 2019

### Interests and hobbies

Hiking, conservation, football, cricket, running, and science fiction.