Product Designer

Lachlan Pidgeon

CONTACTS

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PROFILE

I'm a Product Designer passionate about creating intuitive and engaging digital experiences. In April 2025, I'm embarking on an exciting new chapter, relocating to London via the Youth Mobility Scheme. Currently based in Sydney, I design for some of Australia's largest news platforms at Nine Entertainment, and I'm eager to bring my skills to new challenges in the UK.

EMPLOYMENT

3 years of professional design experience

Jan 2024 - Current

Nine Entertainment Co | Associate Product Designer, Publishing

- Enhanced digital experiences across web and app platforms for nine.com.au and Australia's largest subscriber mastheads, including The Sydney Morning Herald, The Age and The Australian Financial Review.
- Designed and launched a new puzzle game with over 8,000 daily players, making it the most played puzzle on the site.
- Worked on major news events, including coverage for the Paris Olympics and the US election, ensuring seamless digital experiences.
- Conducted usability testing, translating insights into actionable design improvements.
- Developed a best practice Figma file structure and design system strategy to streamline workflows and enhance the design experience.
- Developed responsive low and high-fidelity designs and prototypes using Figma, ensuring consistency across Nine's digital platforms.

Feb 2022 - Jan 2024

Lachlan Pidgeon Consulting Services | UX/UI Designer | *Freelance*

- Collaborated with multiple clients on a recurring basis, successfully delivering projects centred around UX/UI and multimedia.
- Designed and developed websites and marketing material for prestigious medical centres and groups.
- Conducted meetings to gather insight on client requirements and desires.
- Created user personas, user journey maps and a service blueprint from detailed user research acquired through interviews and workshops.
- Planning, filming and editing case studies and mixing/preparing medical guide videos for clients such as Pfizer, BnTx, IPSEN and medCompanion.

Jun 2022 - Jun 2023

AFDigital | Experience Designer/Consultant

- Became the sole designer following the departure of the design lead, sustaining this position for a 9-month period within the company.
- Project lead on the company website redesign, personally designing and developing a series of high-converting landing pages
- Facilitated and contributed to design workshops and developed digital strategies for clients
- Understand and contribute to research, interaction, and translation from low fidelity to high-fidelity design across Salesforce and other digital platforms
- Organised and lead all company livestreams and re-edit the content into short form videos for social media

Nov 2021 - Jun 2022

Applause | UX Moderator

- User Experience (UX) Moderator for new product and digital asset testing
- Conducting usability testing sessions with diverse participants
- Documentation and reporting on test results
- User feedback on product's usability
- Product testing for multi-national company
- Employee of the Month (March 2022)

EDUCATION

Tertiary degree in UX/UI Design

2021

The University of Sydney | Bachelor of Design Computing

- General Executive role for the SUEDE (UX/UI) society (2020-2021)
- UX/UI design specialist, Graphics design, Programming - HTML, JavaScript, CSS, Python and P5, Product design, Website design, Film production, editing, 2D/3D motion graphics, Design principles/theory

2018

Mater Maria Catholic College | High School Certificate

- Nominated for InTech and Shape 2018 for my Industrial Technology - Multimedia Major Work (Receiving an overall score of 92 for the subject)
- Awarded 1st place Multimedia 2015, 2016, 2017, 2018

SKILLS

Specialised skills in design

- Accomplished across multiple areas of the design process, such as user research, ideation, concept iteration, usability testing, and the creation of interactive prototypes.
- Extensive knowledge of Figma, Adobe XD, Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Microsoft Office, Canva, Miro.
- Intermediate knowledge of website development (HTML, CSS, JavaScript)
- Mac and Windows proficient
- Able to work unattended and as part of a team
- Critical thinker
- Strong time management skills