



# Matthew Lucas

Lead UX consultant

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## Lead UX consultant | DiUS

Mar 2021 - Present

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### Deep Blue Co.

Deep Blue (DBC) is a subsidiary brand of conveyancing.com.au, Deep blue were looking to launch a new product into the market to streamline the home purchasing experience.

#### Tasks

- Team capability uplift - creating a research practice within the DBC team
- Mentoring internal staff members
- Recruiting and running research sessions - conceptual testing, usability studies
- Persona and as is customer journey map creation for real estate agents and buyers
- Wire framing and prototyping

## Lead UX consultant | Symplicit

Feb 2019 - Mar 2021

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### Telstra

Telstra were looking to redesign their flagship product, their mobile app called the 'My Telstra App'. I was a lead UX consultant for one of their squads looking after account management within the app as well as My Telstra rewards store.

#### Tasks

- Recruiting and running research sessions - IA testing and usability studies
- Present findings to senior stakeholders and other squads for alignment of work
- Wire framing and prototyping

## HCF

HCF were receiving a lot of negative feedback on their off-boarding process. HCF wanted the off-boarding process to be seamless so it that it left a positive last impression on member's mind so that they might consider rejoining HCF in the future.

### Tasks

- Service blueprint – Identify how can backend systems and front line staff work together to improve the off-boarding experience

## Senior UX designer | amaysim

Oct 2016 - Feb 2019

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### Mobile app

Amaysim's mobile app was outdated and reviews revealed users were struggling to know how to perform the main tasks.

### Tasks

- Build personas – who we are building this app for (based off data)
- Remote unmoderated usability testing
- In person moderated testing
- IA & Navigation – outline how to group information and the links between them
- Data analysis – understand frequent tasks and user flows
- Stakeholder workshops – to get a shared understanding of the usability issues

### NBN broadband

Amaysim bought a broadband company so their new offering needed to be added to the website and a new sales funnel needed to be created.

### Tasks

- To be Journey map – to identify pain points within the experience
- Build personas - future amaysim NBN customers
- Set up and run diary studies to capture the end to end NBN experience
- Prototyping the sales funnel
- Usability testing of proposed NBN offering

# UX designer | Southern Cross Austereo

Aug 2015 - Oct 2016

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## Radio App

Southern Cross Austereo were looking to redesign their website and app

### Tasks

- Stakeholder workshops to gather requirements
- Creation of personas based of research and radio data
- Key listeners journey map
- Prototype created to test ideas
- Created flow diagrams based of data
- In person moderated testing

Shared understanding of the user journey showing the stakeholders all of the touch points, not only the App itself but from listening over the radio, visiting the website the 2dayfm website to make sure all the touch points are consistent and tell the story of what RadioApp value to them.

## Scoopla

Southern Cross wanted to incorporate an internal pop up radio player to the site and thought it would be a good opportunity to redesign the website to cater for this new functionality. This would be a product led growth strategy to get listeners to not only listen on their computer but to also download the app.

### Tasks

- Stakeholder interviews to gather requirements
- Personas based off the radio data
- Task flows based on personas
- Usability testing - testing experiments on how we can get readers to consume content and ads
- A/B tests to test our hypothesis using Unbounce
- Heat maps to track people's journeys using Hotjar

# UX designer | Servian

July 2014 - Aug 2015

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## CBA

At the Commonwealth Bank of Australia (CBA) I was brought in as an internal design thinking facilitator for advanced and expert cohorts within CBA.

### Tasks

- Presenting Rapid experimentation to each of the cohorts
- Advising the teams on their ideas seeing it through different lenses
- Getting them to fill out a design brief and draw a storyboard of their idea
- Creating Low Fi wireframes of their solution for each team in Balsamiq
- Helping teams with their usability testing
- Gathering the data and key learnings from the usability testing
- Hi-Fi Mock up in Sketch 3 and then Imported into Invision App for the final round of testing

## Macquarie Bank

At Macquarie Bank I was brought in as a consultant to help them create their latest offering of a trading app.

### Tasks

- Stakeholder Interviews – Creating a Problem Statement
- Stakeholder workshops – ‘Crazy 6’ and ‘Beg, Borrow and Steal’
- Lo-Fi wireframes based on research and Problem Statement
- Lo-Fi wireframes through validation sessions with Macquarie power users
- High fidelity mockups in Sketch
- In person usability testing

The Mobile applications have followed Agile and UCD methodologies through constant validation with users within two week sprints. Making sure we are addressing the problem statement and adding value to the personas at every step of the design process.

## Education

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- Neilson and Norman Group (NNG) Certification – 2016
- General Assembly – UX – 2014
- Swinburne University – Bachelor's degree, Design and Visual Communications – 2006