

MANDY YU

SENIOR PRODUCT DESIGNER



CONTACT

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PROFILE

I thrive in complexity. With 8+ years of experience in product design, I love untangling ambiguous problems and turning them into intuitive experiences. Whether I'm leading discovery, facilitating workshops, or refining the smallest interaction, I enjoy collaborating across disciplines to build products that are thoughtful, scalable, and grounded in real user needs.

CORE SKILLS

User Interviews
Information Architecture
Wireframing / Prototyping
Design System
Usability Testing
Stakeholder Management
Facilitating Workshops

TOOLS

Claude / Advanced Figma / FigJam
Advanced Adobe CC
Jira / Trello / Confluence / Miro

EDUCATION

Master of Design (UX/UI Stream)

University of New South Wales, Sydney
Jul 2017 – Jun 2019

Bachelor of Design (Multimedia)

National Taipei University of Education,
Taiwan
Sep 2009 – Jun 2013

WORK EXPERIENCE

Coates Group, Sydney Jan 2024 - Present

Senior Product Designer (Promoted from Product Designer and UX Designer)

- Lead end-to-end product design for enterprise CMS initiatives, driving UX strategy from discovery through delivery.
- Plan and facilitate user research, usability testing, and stakeholder workshops, translating insights into product improvements and strategic design decisions.
- Partner with Product Managers, Engineers, and business stakeholders to deliver technically feasible, user-centred solutions across multiple enterprise products.
- Drive accessibility, design quality, design systems, and AI-enabled design practices while mentoring designers.

Highlights

- Next-Generation Enterprise CMS:** Led the UX strategy and end-to-end design of a scalable enterprise CMS, establishing the foundational experience across six core content management capabilities.
- MCAT:** Designed and delivered an enterprise analytics platform that enables data-informed menu and campaign decisions, improving reporting efficiency and supporting successful adoption by clients.
- Coates Design System:** Established the foundation of the design system by defining reusable design patterns, building a scalable component library, and driving cross-product adoption in partnership with Engineering.
- AI-Enabled Design Practices:** Evaluated and introduced AI-enabled workflows and emerging technologies to improve design efficiency, accelerate concept exploration, and enhance collaboration across the product design process.

QSSTUDIO, Sydney Sep 2020 - Jan 2024

UX Designer

- Led end-to-end design process, delivering user-centric solutions through interviews, prototypes, and usability testing.
- Facilitated client workshops to gather design requirements and define project objectives and constraints.
- Collaborated with cross-functional teams to deliver native app and website development projects in alignment with design vision.

Highlights

- ServoTrack:** Led the redesign of a cross-platform fuel price application, delivering a scalable rewards ecosystem across mobile and web platforms to enhance customer engagement and support business growth.
- RockSHIELD:** Designed an enterprise mine safety solution from discovery through delivery, collaborating with stakeholders and validating designs through user testing prior to implementation in a live mining environment.

mandyyu.net, Sydney Aug 2017 - Dec 2020

Freelance UX Designer

- Designed websites by finding user insights and following a user-centred design approach and design principles.
- Engaged directly with clients to understand their requirements and to achieve their business goals.