

# MANDY YU

SENIOR PRODUCT DESIGNER



## CONTACT

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## PROFILE

I thrive in complexity. With 7+ 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

### Senior Product Designer at Coates Group, Sydney Sep 2025 - Present

- 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

- Established the foundation of **Coates' design system** by defining design principles, building a scalable component library, driving cross-product adoption, and implementing collaborative design practices that improved consistency, efficiency, and overall design quality.
- Led the end-to-end UX design of a **next-generation enterprise CMS**, establishing scalable workflows across six core content management capabilities.

### Product Designer at Coates Group, Sydney Sep 2024 - Jun 2025

- Delivered end-to-end UX/UI design for enterprise CMS products through user research, prototyping, and usability testing.
- Collaborated with cross-functional teams to design scalable, accessible experiences and support successful implementation.

### UX Designer at Coates Group, Sydney Jan 2024 - Sep 2024

- Conducted research, created user journeys and prototypes, and contributed to the company design system.
- Planned and facilitated usability testing, translating insights into iterative design improvements.

### Lead UX Designer at QSSTUDIO, Sydney Sep 2020 - Jan 2024

- 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 (Native App & Web Dashboard):** Led design and revamped the fuel price app. Introduced rewards and new features for iOS and Android, driving user engagement and making the app sustainable. Designed a comprehensive ecosystem to enhance reward system functionality, including the mobile app, business portal, and admin panel.
- RockSHIELD (Android App & Web Dashboard):** Led and delivered design for the mine safety system, conducting stakeholder interviews and usability sessions to validate design solutions. The system is currently operational at a hard rock mine in Australia.