

MANDY YU

PRODUCT/UX DESIGNER



CONTACT

- 0434 112 306
- mandyyu.design@gmail.com
- mandyyu.net
- linkedin.com/in/mandyyunet

PROFILE

I've enjoyed a delightful 5-year journey in the captivating world of design. My specialty? A blend of human-centred design finesse, sprinkled with a dash of IT wizardry. As the ringleader of end-to-end design adventures, I've navigated projects from inception to a satisfying finish line.

I thrive on deciphering complex user challenges and translating them into seamless digital experiences.

CORE SKILLS

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

TOOLS

- Advanced Figma / Sketch / Miro
- Advanced Adobe CC
- Jira / Trello / Confluence

WORK EXPERIENCE

Lead UX Designer at QSSTUDIO Sep 2020 - Present

Sole UX designer integrated within a multidisciplinary team, applying agile methodologies to streamline and optimise design processes.

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

- ServoTrack (Native App & Web Dashboard):** Led design and revamped a competitive comparison fuel price app. 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.
- Luboo (Progressive Web App):** Designed an IoT web platform tailored for aged care environments, enabling real-time monitoring of dementia patients' locations to ensure their safety.
- askbella (Web):** Conducted UX reviews and user interviews and designed wireframes for an AI skincare platform's foundational MVP.

Freelance UX/UI Designer Sep 2018 - Sep 2020

Providing freelance UX/UI design solutions. Created impactful website designs that seamlessly integrate user insights and client objectives to enhance user experiences.

UX/UI Designer contracted at JPB Consultancy Jun 2020 - Jul 2020

Implemented a tailored content strategy to revamp a consultancy service website, aligning with the needs and expectations of users.

UX/UI Designer contracted at Insight East Education Apr 2020 - Jun 2020

Conducted user interviews and thorough competitive analysis for a tutoring service website redesign, resulting in an impressive 100% increase in form submission rates within a month.

UX/UI Digital Designer interned at UNSW Mar 2018 - Aug 2018

Crafted and executed a cohesive content strategy for university websites, official mobile app, newsletters, and major UNSW events, ensuring a seamless and engaging user experience within challenging timeframes. Enhanced student engagement and interaction with the digital platform.

EDUCATION

Master of Design

University of New South Wales, Sydney
Jul 2017 – Jun 2019
Specialised in Human-Centred Design

Bachelor of Design

National Taipei University of Education,
Taiwan
Sep 2009 – Jun 2013
Specialised in Multimedia Design and
Computer Science

SELF DEVELOPMENT

Design Mentorship

CRAFT 2023 (Current)
Enhance my design expertise with weekly
mentorship sessions featuring industry
insights and guidance from a Deloitte
Principal Creative Director and fellow
designers.

Design System Handbook

Designtips.today 2022
Completed an online course focused on
mastering Design Systems for enhanced
proficiency.

Mentoring Programme

IxDA 2020
Completed an enriching 3-month
mentorship journey, characterised by bi-
weekly one-on-one sessions with a
seasoned Senior Designer via Zoom,
resulting in elevated expertise and skills
refinement.

WORK EXPERIENCE

Software Project Manager

Jun 2015 - Nov 2016

at Pegatron Corp, Taiwan

Collaborated across global teams to successfully launch 4 Dell desktop/AIO products, addressing over 500 software issues and ensuring seamless quality assurance.

Achievements:

- I mentored a junior project manager, receiving recognition as an exceptional mentor within the company.
- A gaming PC product I contributed to was honoured as the editor's choice in Tom's Guide.
- I managed 3 projects and successfully shipped 4 Dell desktop/AIO products, showcasing effective project management and cross-functional collaboration.

Digital Designer

contracted at Shorea Pty Ltd

Jan 2014 - Apr 2014

Crafted captivating brand identities using strategic visual elements, executed resonating product photography, and designed innovative packaging solutions that enhance the overall brand experience. Aligned visual elements with digital marketing collateral to maintain a consistent and cohesive brand image.

Product Design and Management

Sep 2013 - Dec 2013

interned at Fable Technology Co. Ltd., Taiwan

Collaborated closely with clients to comprehensively understand their needs and define project scopes, strategically aligning with their goals and project timelines.

Achievements:

- Led the end-to-end redesign of our company website using HTML, CSS, and Javascript within the WordPress framework. From conceptualizing content structures to wireframing and final development, I ensured a seamless user experience that elevated our brand presence.
- Successfully launched two shipping apps (Android and iOS) by collaborating with UI designers and developers. I facilitated efficient communication, streamlined processes, and oversaw usability testing, ensuring on-time delivery of high-quality products.

UI Game Designer

Jul 2013 - Aug 2013

interned at Chyun Hang Technology, Taiwan

Designed and developed a captivating 3D game with a user interface, utilising JavaScript and Unity3D for an immersive gameplay experience.

UI E-book Programmer

at Power Full Co. Ltd, Taiwan Mar 2012 - Jan 2013

Created engaging e-book user interface for mobile platforms by developing interactive content using ActionScript 3 and Adobe Flash, delivering captivating user experiences.