Mandi Saeteun

Senior Product Designer

Experience

Senior Product Designer at ShopRunner/FedEx Dataworks
September 2023 to Current

- Drive discovery and implementation of consumer experiences, including 0-to-1 initiatives, to ensure releases in dynamic, 2-week sprint cycles
- Lead weekly design reviews with 10 to 15 stakeholders to increase MAU and improve the product discovery experience for mobile iOS and Android users
- Foster growth of a junior designer through mentorship and guidance in navigating ambiguity, best practices, and conducting usability research

Product Design Lead at GRIN
June 2023 to August 2023

- Championed for strategic design initiatives within the product roadmap, to ensure customer advocacy and delivery of exceptional user experiences
- Led critical discussions with at-risk customers to communicate the product roadmap, address pain points, share new features, and mitigate churn
- Accelerated the team's ability to quickly conduct research through the assessment, procurement, and rollout of a new robust, usability tool

Senior Product Designer at GRIN
February 2022 to June 2023

- Facilitated collaborative design thinking workshops to drive user-centered innovation, including ideation sessions and user journey mapping exercises
- Fostered a practice of continuous research through a blend of quantitative and qualitative methods to drive ongoing product improvement
- Helped to build a high performing team through the hiring and onboarding 4 designers and 3 product managers, as the team tripled in size over 2 years

Product Designer at GRIN
February 2021 to February 2022

- Cultivated strategic partnerships across the organization to leverage subject-matter expertise, validation, alignment, and go-to-market planning
- Partnered closely with Product Managers and Engineering, using Agile and Scrum, to identify, prioritize, and deliver new features and improvements

Senior Designer at Excel Interpreting & Translating
December 2016 to February 2021

- Led customer on-sites to gather requirements, identify pain points, and ideate solutions to improve customer satisfaction and retention
- Collaborated with the customer-facing teams to successfully redesign and integrate the scheduling tool with Nexmo/Vonage for SMS and QuickBooks

Contact

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About

10+ years of experience in SaaS, ecommerce, B2B, and B2C for early stage startups and Fortune 50

Education

University of California, Davis

Bachelor of Arts in Design: Visual Communications

Toolkit

Skills

Customer-centered design principles, design thinking
Design systems
Information architecture
Mobile design, iOS, Android, Flutter
Quantitative, qualitative data
Responsive design
Prototyping, wireframing
SaaS, B2C, B2B, ecommerce, consumer experiences
Usability testing, user testing
UX design, UX research
Visual design, UI design

Tools

Adobe Creative Suite
Agile & Scrum
Amplitude, Sigma, Google Analytics
Atlassian, Jira, Confluence
Contentful, Dovetail
Figma
Fullstory, Glassbox
HTML, CSS, SCSS
Productboard
Salesforce, Intercom