JON COATES

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PROFILE

My background spans multi-sided platforms, enterprise B2B SaaS, and technical user workflows, with a consistent focus on making dense, high-stakes systems feel coherent and usable.

I work best in player-coach roles: close enough to the craft to shape quality directly, and experienced enough to build the conditions for a team to do its best work.

I contribute to codebases, work closely with engineering, and have been applying AI thoughtfully in design practice for the past two years.

ROLES

MAR 2025 – PRESENT

Principal Product Designer

CarExpert.com.au

- Designed the CarExpert Exchange, a multi-sided broker and dealer platform built on top of Pipedrive, serving three distinct user types (brokers, franchised dealers and customers), each with different permissions, workflows and mental models. Designed and shipped in under two months.
- Partner with the Director of Product & Technology, CEO and founders to shape the roadmap and deliver high-impact features across CarExpert.com.au, dealer portals and internal tooling.
- Lead end-to-end UX across discovery, definition and delivery, including user research, journey mapping and prototyping with real data.
- Prototype with real production data to stress-test designs against genuine complexity.
- Use AI tooling (including Claude Code) to generate functional prototypes and components, closing the gap between design concept and testable product.
- Maintain and contribute directly to the design system and codebase (React and Next.js), including building components in Storybook for developers to use.
- Mentor a mid-weight designer, providing structured feedback and creating the conditions for independent, high-quality work.
- Model and structure complex automotive data sets so they are accurate and digestible across consumer and dealer-facing surfaces.

MAY 2024 – MAR 2025

Head of Design

Bright Young Things Venture Studio

- Led design direction and quality across multiple concurrent early-stage ventures, operating as the sole design function across product, brand and front-end.
- Ran qualitative research with consumers and industry professionals to identify market opportunities and validate product direction.
- Rapidly prototyped MVPs across AI-first and mobile-first platforms, applying generative AI tools in research synthesis and design workflows.
- Led design for GoList, a lead distribution SaaS platform, including brand, UI/UX and apparel.

JUL 2023 – MAY 2024

UX Lead

CoreLogic (now Cotality)

- Led, managed and mentored a team of four designers across CoreLogic's real estate platforms, including RP Data, one of Australia's largest professional property data platforms.
- Shaped UX strategy across complex, multi-product environments used by tens of thousands of property professionals, balancing power-user depth with accessibility for newer market entrants.
- Drove research initiatives that informed strategic decisions at product and platform level, collaborating closely with product managers and senior stakeholders.
- Contributed to maturing discovery and research practices across squads within the broader R&D organisation.

NOV 2021 – JUL 2023

Senior UX Designer

CoreLogic

- Designed and validated the integration of generative AI into the RiTA platform, delivering a step change in the assistant's capability for real estate agents.
- Led the research and design of a native mobile app for RiTA, improving accessibility and usability for agents in the field.
- Hired and mentored junior designers following the acquisition of RiTA by AiRE, building a collaborative team culture through a period of integration.

OCT 2019 – NOV 2021

UX Designer

RiTA by AiRE

- Sole designer for the greenfield rebuild of RiTA (v4), leading UX for a fast-paced engineering team in weekly sprints, then hired designers as the team grew.
- Designed industry-first features including a fully automated SMS conversation engine, contributing to multiple REIQ Innovation Awards (2020–2022) and Hall of Fame status (2023).

FEB 2015 – OCT 2019

Product Design Lead

Entegy

Previously Brand & Design Manager, and Senior Digital Designer

- Progressed through three roles across four years, from digital design to brand leadership to product design lead on Entegy's CMS and event app ecosystem, hiring designers along the way.
- Designed new features including event ticketing and social interaction tools, and led brand rollout for the Entegy Partner Program.

EARLIER

JUL 2013 – JAN 2015 — Graphic Designer · Six Fingers / Independent Property Group

DEC 2007 – JUL 2013 — Graphic Designer / Print Operator · MBE Robina

EDUCATION

2020 — UX Design · RMIT University

2016 — Diploma of Marketing · TAFE QLD

2014 — Diploma of Graphic Design · CATC

TOOLS

Figma (design tokens, component architecture) · React · Next.js · TypeScript · Tailwind · shadcn/ui · VS Code · Claude Code · Linear · Asana · Dovetail · Microsoft Clarity · Google Analytics · Miro · Adobe Creative Suite