

BEN YEE

CAREER OBJECTIVE

I seek a Design Leadership position within an innovative, large-scale organization, where I can bring unique value and grow with other inspiring professionals—open to playing the role of an individual contributor, manager, or hybrid.

PROFESSIONAL PROFILE

Over 14 years creating digital experiences and 10 years leading high-performing, cross-functional teams that deliver exceptional software in Automotive, E-commerce, Entertainment, Fashion, Marketplace, Media, and Wedding

- Known for balancing user needs with business needs to build and ship impactful products
- Proven track record of navigating ambiguous environments and building healthy cultures
- Recognized for leadership, optimism, adaptability, craft, and empathy

WORK EXPERIENCE

2021 - 2023 **Senior Director of Product Design** · [Zola](#) · New York, NY (Remote)

- Drove significant growth for a new business unit—a two-sided marketplace for couples and wedding vendors to connect on Zola (3.5x connected inquiries and 4.25x sales)
- Collaborated closely with cross-functional partners, key stakeholders, and 4 direct reports to strategize, leverage user research and data insights, prioritize, and roll out countless features
- Partnered with the Founder / CDO to scale the product design team 2x, mentor other design leaders, and guide culture-building activities including weekly rituals and regular hackathons
- Contributed heavily to the Zola ecosystem, including design system, rebrand, and processes to improve the team's overall efficiency, craft, and quality of output

2015 - 2021 **Design Co-Founder** · [Enwoven](#) · Oakland, CA

- Bootstrapped a passion project from 0-1 for the digital documentation of life narratives, with learnings from startup incubator / accelerator experiences (Matter IV, Alchemist XV)
- Drove design to reach profitability (\$1-2M ARR); helped secure funding from The NY Times and find product-market-fit (pivoting from B2C to B2B with a sustained niche with retail brands)
- Built and managed an efficient, cross-functional team of 12 FTE's while shaping company culture

2012 - 2015 **Principal Designer** · [Poachit](#) · New York, NY (Remote)

- Created the end-to-end product experience on web, iOS, and Android and managed the design and engineering functions for a seed-stage online shopping toolkit

EXPERIENCE CONTINUED

2012 - 2012 **UX Designer** · [AKQA](#) · San Francisco, CA

- Reimagined and led design for audiusa.com, including a responsive cinematic configurator

2011 - 2012 **Senior UX Architect** · [Gilt](#) · New York, NY

- Redesigned the checkout experience to increase conversion and support international shipping

2009 - 2011 **Interaction Designer** · [Steady](#) · New York, NY

- Generated design deliverables for native, web, and physical spaces with a focus on systems, flows, and wireframes. Client list: American Express, Def Jam, Eric Haze, Kate Spade, Nike Basketball, Nike iD, Nike Running, Verizon Wireless, Vogue, X-Games

EDUCATION

2009 **MPS** · New York University, Interactive Telecommunications ([ITP](#)) / Design / HCI · New York, NY

2004 **BA** · Tufts University, American Studies · Medford, MA

TOOLS & TECHNOLOGY

- Adobe CS
- Airtable
- ChatGPT
- CSS / HTML / JS
- Figma / Figjam
- Google Suite
- Jira
- Looker
- Lottie
- Midjourney
- Notion
- Sketch
- Slack
- Trello
- Zoom

SKILLS & EXPERTISE

- 0-1 Initiatives
- B2C / B2B / B2B2C
- Competitive Analysis
- Design Direction
- Design Systems
- Design Thinking
- Documentation
- E-commerce
- Experimentation
- Feedback Synthesis
- Frameworks
- Interaction Design
- Marketplaces
- Product Design
- Prototyping
- Systems Thinking
- Startups
- Strategy
- Team Culture
- Team Leadership
- User Research
- UX Design
- Visual Design
- Wireframing