Ben Yee

EXPERTISE

· Product Design
 · User-Centered
 · Web & Mobile
 · Systems
· Product Management
· Tech Management
· Collaboration
· Documentation
· E-commerce
· Startups

EDUCATION

Alchemist Accelerator
San Francisco, CA · 2017

Matter Ventures
San Francisco, CA · 2015

M.P.S. / Interactive Tele-communications (ITP)
NYU, Tisch School of the Arts
New York, NY · 2009

B.A. / American Studies
Tufts University
Medford, MA · 2004

CONTACT

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SELECT WORK EXPERIENCE

Co-Founder, Chief Product Officer

Enwoven · Oakland, CA · 2015-Present
· Co-creator and lead creative visionary of profitable software company that empowers teams to collect and present multi-media narratives about historical campaigns, product innovations, company culture, and social impact
· Generate and drive designs from concept to implementation, informed by needs and priorities of key customers including Airbnb, Bayer, Coach, and Reebok
· Manage 7 FTEs (2 direct reports, 4 engineers, 1 marketing director), run weekly meetings (design critique, sprint planning, retrospectives), and evolve efficiency
· Define and own end-to-end roadmap

Design Consultant

Outlier.ai · Remote · 2020
· Produced analysis of new ways to search an artificial intelligence platform, aiding business users in discovering insights across their data sets

Principal Designer

Poachit · Remote · 2012-2015
· Defined the product and brand for a shopping toolkit that tracked prices across the web and verified coupon codes
· Conducted user research, created pitches, built prototypes, and recruited talent
· Oversaw dispersed teams of engineers and designers (6 onshore, 4 offshore)

UX Design Lead

AKQA · San Francisco, CA · 2012
· Redesigned the digital automotive shopping experience for Audiusa.com

Senior UX Architect

Gilt · New York, NY · 2011-2012
· Led the end-to-end e-commerce experience across verticals and platforms
· Drove the design and execution of projects including:
   · Checkout, which increased conversion and expanded to international audience
   · Gilt Live, which generated a new shopping mode to fuel excitement via scarcity

Interaction Designer

Steady Ltd · New York, NY · 2009-2011
· Created design artifacts including user flows, wireframes, and prototypes for clients, including Nike, Vogue, American Express, and Def Jam