



# David Yap

## Product Design Lead

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Subang Jaya, Malaysia

## SUMMARY

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Strategic, creative product manager with 4+ years of experience in designing consumer mobile apps and other digital products, creating a memorable user experience for emerging products and brands. Worked with 15+ global companies with \$500M+ valuation combined in creating products that improve the users' lives. Utilize design tools to direct the early product development of new technologies such as artificial intelligence and blockchain. Possess comprehensive knowledge of the AGILE working process with the ability to collaborate with other Product Managers and front-end developers. Equipped with exceptional communication skills to clearly articulate design decisions. Demonstrate exceptional problem solving, interactive, and visual design skills through a notable design portfolio that includes Canva, Blockstack, Bountysource, and Syscoin.

## EXPERIENCE

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04/2020 - Present

### Product Design Lead

dahmakan (YC S16)

- Lead from design planning to delivery for entire product line including customer mobile, web, logistic and operation app.
- Lead the brand transformation and rebranding effort to transform company brand image to adopt new branding and translate it on all touchpoint.
- Lead new product experience projects and run multiple user tests through high-fidelity mock-ups and prototype with A/B testing, heatmap and used those analytic data points to make effective design decisions for conversion and faster checkouts through a holistic user experience.
- Collaborate with Product, Engineering and marketing to validate designs feasibility and ensure high-quality implementation with tech constraints and market dynamics.
- Partner closely with the Business to understand their objectives and translate those objectives to elegant design solutions over the lifecycle of the product
- Analyze data of product category, identify opportunities, and devise innovative holistic user experiences that boosts business value.
- Conduct user test to gather qualitative and quantitative data to gain new perspective on fostering creative solutions in order to identify common pain points, feature enhancements or new products.
- Work in close collaboration with leadership to inform and improve design processes
- Delivered a new experience for rebranding that increases the conversation rate up to more than 30% on launch and 120% more visitors.
- Redesign overall product roadmap and creating the best user experience with highly developed visual design skills (color theory, visual weight & typography) to envision and create beautiful experiences

01/2017 - Present

### Founder & Creative Director

Zensite, Subang Jaya

Founded Zensite that specializes in designing digital products for IT companies to build their brands and market their products/services. Project manage creative strategies to expand the customer base by venturing into global markets.

- Conceive and execute concepts, guidelines, and initiatives in 18 creative projects, and oversee them to completion through user experience, user interactions, and user interface design.
- Coordinate and plan all aspects of the working relationship between 15 global clients and the company to ensure cohesive product operations and the highest quality in terms of deliverables and client satisfaction.
- Design and co-create cutting edge products such as artificial intelligence and blockchain

clients, yielding \$150M in revenue.

- Conceptualize a foundational framework, design processes, long-term vision, and medium-term product roadmap for portfolio companies including Canya, Blockstack, Bountysource, and Syscoin

09/2019 - 05/2020

### Senior Product Designer

SelfDrvn (Singtel + Microsoft Project), Kuala Lumpur

Joined Selfdrvn to create a product that helps hiring managers to quickly assess freelancer's skill and upskill freelancers. Pilot product for Singtel (Singapore Telecommunication) and Microsoft.

- Translate customer feedback and user research data into core product features that fit market needs.
- Create a user persona from stakeholder's interviews to develop product solutions/new features that will ultimately solve the user's pain points, solidified through experimentation and multivariate testing such as A/B testing and prototype with attention to details.
- Analyze data of product category, identify opportunities, and devise innovative user experiences that boost business value from concept to execution while overcoming technical limitations.
- Partner with the internal developers and design team in creating company assets such as style, font, and design system, making it easier to expand and standardize the company product line.
- Close collaboration with the internal team, stakeholders, clients and product manager to design and deliver digital products.

08/2019 - 08/2020

### Founder (Product Manager)

Mumble, Subang Jaya

Created Mumble, a peer to peer communication hub for online community on weekends that ultimately has 1,500+ users in under 45 days of operation.

- Contribute to the development of product onboarding process with 80%+ activated users in at least one server.
- Run multiple iterations on the landing page with 30+ users to determine the best version and aesthetics that possesses the largest impact, resulting in a conversion rate increase of 36%.
- Collaborate alongside with development team to release core features and final product with ongoing issue handling.
- Oversaw social media marketing efforts to grow brand recognition, yielding 3,000+ unique visitors, and more than 30,000+ reach per month.
- Garnered a nomination for the Product Hunt Golden Kitty Award for the best privacy-focused app 2019.

08/2019 - 11/2019

### Senior Product Designer

Dmail, Cairo, Egypt

Refined the company's core product by introducing a cross-network communication that enabled users from the decentralized network to communicate to users outside the network without giving up their personal data through end-to-end encryption. Closed seed fund led by 500 startups.

- Evaluated design trends, determined opportunities, and crafted marketing approaches to maximize conversion rate.
- Gained international exposure for the design by featuring in various industry expo and summits.
- Improved existing products by assessing user feedback and heading product modification initiatives to grow the user base and increase overall satisfaction.
- Introduced features that expand its product value and user base through cross-connection for Gmail to Dmail.

10/2018 - 03/2019

### Product Designer

Blockstack PBC, New York USA

Engaged with the product team to devise an acquisition program that helps the company boost the acquisition of developers that build programs on their open-source software platform.

- Created a groundbreaking product line that transformed into the company's most valuable asset, amplifying the number of apps built on Blockstack to 300+.
- Wireframed and prototyped the developer onboarding process to become more efficient.
- Delivered a seamless graphical user interface by utilizing visual language to demonstrate product functionality.

09/2018 - 12/2018

### Product Designer

Kalysys, Melbourne, Australia

Led product design of business management tools that help small to medium enterprises to increase their efficiency.

- Engaged with the CEO to recreate a new product vision and feature through multiple user stories and journeys.
- Utilized design sprint to create a new product line, resulting in an optimized metric, increased monthly revenue from \$40 to \$830, and amplified user retention.
- Fostered a thoughtful user experience across the company products and executed a company-wide redesign to focus target customers and underserved small businesses such as dietitians and dentist.

01/2018 - 06/2018

### Product Design Manager

Bountysource, Melbourne, Australia

Chaired the product design strategies for a crowdfunding website and online marketplace for freelance services.

- Headed a group of designers to rebrand the website and increase new users by 15% within 3 months.
- Outperformed business objectives by orchestrating product launch that boosted the number of new users by 15% and website traffic with 1.3M unique visitors within the first month.
- Operated the integration of Canya into Bountysource's existing brand that enabled a flawless transition.

09/2017 - 06/2018

### Product Design Manager

Canya, Melbourne, Australia

Refined the product for a wider market by formulating a product direction that pivots from local to digital job.

- Conducted user testing to gain insights and enhance the user experience, maximizing checkout time, and conversion.
- Worked with the stakeholders and internal design team to strategize product focus and pivot its initial product to serve an unmet need in the market.
- Collaborated with the company in securing a seed funding of \$12M that helped accelerate the product design efforts.
- Formulated web and mobile design for the new product; developed marketing tactics to boost product awareness.

07/2017 - 08/2017

### UI/UX Designer

Orai, Philadelphia, USA

Gathered user requirements, designed graphic elements, and built navigation components to deliver the best online user experience and ascertain customer satisfaction and loyalty.

- Engineered a public speaker coaching mobile app that helped users gain more confidence in public speaking.
- Aided in the introduction of Vocalytics features that analyzes the body to make users better public speakers.
- Improved product experience by architecting facial recognition feature that detects the speaker's emotion.
- Yielded \$2.3M with the company's new features and design-led by Comcast ventures.

10/2016 - 05/2017

### UI/UX Designer

Habitat, Kuala Lumpur

Designed functional and appealing features that address clients' needs, helping the company grow its customer base.

- Created design solutions for web and mobile interface with close collaboration with the founder.
- Worked together with the internal development team to redesign and rebrand core product offerings.

## EDUCATION

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2016

### Marketing & International Trades

Victoria University Melbourne, Australia

Bachelor Degree, Business

## CERTIFICATES

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11/2020 - Present

### Leading for Creativity (Ideo)

07/2019 - Present

### Design Sprint Masterclass

2019 - Present

### Product Management Course Certificate

## SKILLS

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Website & Mobile Design	Expert	Agile Methodologies	Advanced
Product Development	Expert	Design Sprint	Advanced
Atomic or Design System	Expert	User Journey	Advanced
User Interface (UI)	Expert	Information Architecture	Advanced
User Experience (UX)	Expert	Project Management	Advanced
Prototyping	Expert	Adobe Suit	Advanced
Wireframing	Expert	Branding	Advanced
Usability Testing	Expert	Mockup	Advanced
Figma	Expert	Digital Marketing	Advanced
Sketch	Expert	Roadmap	Advanced
Heuristic Evaluation	Expert	Customer Research	Advanced
Design Research	Expert	Market Analysis	Intermediate
Marvel	Expert	Lean Methodology	Intermediate
User Stories	Expert	SCRUM	Intermediate
Experience Analytic	Expert	Social Media Advertisement	Intermediate
User Analytic	Expert	SEO	Intermediate

## LANGUAGES

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English	Native	Bahasa Malaysia	Fluent
Chinese - Mandarin	Fluent		