Ivy Yeh

Founding Product Designer (3×)
0 → 1, Growth & Monetization

I partner with founders at the earliest stage, shaping product direction, designing for conversion, and building the systems that scale. My work has generated millions in revenue, reached hundreds of thousands of users, and contributed to multiple acquisitions.

EXPERIENCE

Bookie — Lead Product Designer

Freelance | Remote | Jun 2025 - Present

Leading product and brand transformation for a top book-tracking app in Germany.

- Achieved #1 ranking in German App Store (Books) within 5 months
- Featured as App of the Day (Feb 16, 2026)
- Led full rebrand, redefining visual system across app & web
- Introduced subscription model, transitioning product from free to paid
- Increased engagement via shareable stats and yearly "Wrapped" feature

Arcads — Founding Product Designer

Full-time | Remote | Sep 2021 - Jan 2025

Built an AI ad creation platform from 0 → 1, scaling it to $3M ARR in 12 months and 2,000+ paying companies.

- Led end-to-end product design from MVP to scale, including ad creation, editing, and performance optimization flows.
- Designed and ran paywall and conversion experiments to improve monetization.

Beyond the core product, I also led design for three additional 0 → 1 products, each validating new product directions for the company:

- **WeFast** — A consumer wellness app that scaled to 850K+ downloads, $1M+ revenue, 15K paid users, and a 4.9★ rating with 10K+ reviews, and was later acquired
- **AI Voicer** — A voice-generation product that reached 20K users in 8 months with 122% ROAS, and was later acquired
- **Anyone** — Built an AI avatar experience optimized for engagement, achieving 90% D7 retention

Blinkist — Product Designer

Full-time | Berlin | Sep 2018 - Sep 2021

Blinkist turns non-fiction books into 15-minute reads and audio summaries — 26M+ users globally.

- 70.9% sign-up increase via book page redesign
- Led web player + conversion flow redesign

CONTACT

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LinkedIn

EDUCATION

Halmstad University

Halmstad, Sweden | 2013 - 2014

Exchange program

National Taiwan University of Science and Technology

Taipei, Taiwan | 2009 - 2014

BA in Industrial Design

SKILLS

Product & Growth: 0→1 Product Design, A/B Testing, Conversion Optimization
UX & Research: User Research, Usability Testing, User Flows
Design: Figma, Prototyping, Design Systems
Code: HTML/CSS, Webflow
AI & Tools: Claude, ChatGPT, Gemini, AI workflows, prompt design

AWARDS

Smava Hackathon

First Prize 2017

Red Dot Design Award

Winner 2014

LANGUAGES

English (fluent)
Chinese (native)
German (B1 intermediate)