

Ivy Yeh

Founding Product Designer (3x)

0→1 product development across AI, SaaS & apps. I work closely with founders to turn ideas into scalable products — from concept to launch, monetization, and growth. Selected impacts:

- Built an AI product to **\$3M ARR in 12 months** · Arcads
- Scaled apps to **850K+ downloads** and **\$1M revenue** · WeFast
- Achieved **90% D7 retention** in AI consumer app
- Increased conversion by **70.9%** at scale product · Blinkist
- Contributed to multiple startup acquisitions · WeFast / AI Voicer

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 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 2023 - Jan 2025

Built an AI-powered ad creation platform from 0 → 1, driving rapid business growth.

- Reached 2,000+ paying companies and \$3M ARR within 12 months
- Defined product direction in a 5-person founding team
- Designed core flows for AI ad creation and performance optimization

AI Voicer — Founding Product Designer

Full-time | Remote | Feb 2023 - Oct 2023 | Acquired

- Built product from 0 → 1, reaching 20K users within 8 months
- Achieved 122% ROAS and improved conversion by 2.3x
- Optimized pricing and onboarding to drive conversion

WeFast — Founding Product Designer

Full-time | Remote | May 2022 - Jan 2023 | Acquired by Reflectly

- Achieved 850K+ downloads · \$1M revenue · 15K paid users
- Built retention loops driving strong paid conversion

Blinkist — Product Designer

Full-time | Berlin | Sep 2018 - Apr 2022

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

CONTACT

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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)