

Ivy Yeh

Founding Product Designer

I'm a design-obsessed product generalist with 10 years of experience. I help startup founders realize their vision through design. I've taken three products from 0 to 1—Arcads, AI Voicer, and WeFast—across mobile apps and web-based SaaS.

WORK EXPERIENCE

Arcads — Founding Product Designer

Full-time | Remote | Nov 2023 - Present

Arcads is a SaaS web tool that helps marketers create winning ads using AI. We are a 5-person team. As the first hire, I designed the tool from scratch, growing it to 2,000 paying companies and achieving \$3 million in annual recurring revenue within 12 months.

AI Voicer — Founding Product Designer

Full-time | Remote | Feb 2023 - Oct 2023

AI Voicer was a mobile app that allowed users to create or clone voices using AI. As the first hire, I designed the app from scratch. By October 2023, 20,000 users and \$10,000 in sales were achieved, with a 1.6% conversion rate to premium (2.3x) and a Return on Ad Spend (ROAS) of 122%—all within 8 months of its release in early 2023. The app was acquired by Kodium in September 2024.

WeFast — Founding Product Designer

Full-time | Remote | May 2022 - Jan 2023

WeFast was a mobile app for intermittent fasting, tailored specifically for women. It was the first product developed by the company. As the first hire, I designed the app from scratch. By January 2023, the app had achieved \$1 million in sales, 850,000 downloads, 15,000 active premium users, and 10,000 App Store reviews with an average rating of 4.9 ⭐—all within 1 year and 5 months of its release in late 2021. It was acquired by Reflectly for millions in November 2022.

Blinkist — Product Designer

Full-time | Berlin | Sep 2018 - Apr 2022

At Blinkist, a mobile app for reading and listening to book summaries, I was part of the web team focused on growth. I redesigned the Blinkist book page, achieving a 70.9% increase in sign-ups, and led the Blinkist web player redesign project.

Explore 10+ additional experiences on my [LinkedIn](#).

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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

Figma, Adobe Creative Suite, Human-Centered Design, User Research, Wireframing & User Flows, Prototyping, Usability Testing, Pixel-Perfect Mockups, Responsive Web Design, iOS & Android Design, HTML/CSS, Webflow, Visual Design & Branding

AWARDS

Smava Hackathon

First Prize

Red Dot Design Award

Winner

LANGUAGES

English (fluent)

Chinese (native)

German (B1 intermediate)