

CHRISTOPHER YEE, CSPO, UXC | Product Leader | UX Strategist & Researcher

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Innovative, solution-driven product leader, removing blockers for cross-functional teams to solve undefined challenges strategically across complex ecosystems and industries. Proven record of applying design thinking and human design centered frameworks to Fortune 500 companies and startups, yielding elegant digital user experiences.

- Digital Transformation
- Design Thinking
- User Experience (UX)
- User Research
- Information Architecture (IA)
- Product Development (Agile / Scrum)
- Project Management
- Communications
- Technical Writing
- Coaching / Leadership
- Prototyping / Wireframes
- User Journey / Empathy Mapping
- Adobe Analytics / Google Analytics
- Figma / Invision / Zeppelin / Axure
- Adobe Creative Suite
- HTML / CSS / Javascript

EXPERIENCE

Verizon

Senior Experience Specialist, Digital CX
UX Research Lead, Verizon Consumer Group, Digital
UX Research Lead, Fios Digital Engagement

Nov 2017 – Present

Dec 2019 – Present

Apr 2019 – Dec 2019

Nov 2017 – Apr 2019

Led collaborative cross-functional agile scrum teams and managed stakeholder expectations while backed with quantitative and qualitative user research tools – analytics, surveys, interviews, focus groups, personas, user journeys, and empathy mapping.

- **Innovated B2C omni-channel support experiences** for over 12 million customers, across 400,000 daily interactions; exceeded expectations improving engagement (580%) and reducing negative feedback (47%).
- **Led experience management** of accounts, devices, billing, payments, support, and self-service - on web (mobile / desktop) and app.
- **Partnered with legal, regulatory, and compliance** on FCC policy implementation.
- **Supported third-party products and partnerships' go-to-market launches** including: Discovery+, Disney+, OTT products (Amazon Fire, Apple TV), My Fios app, My Verizon app, and Verizon x Synchrony Visa Card.

American International Group (AIG)

Senior Digital Strategist, User Experience
Digital Manager, Content Strategy & Engagement
Project Manager, Information Architect/UX Specialist

Oct 2012 – Nov 2017

Mar 2017 – Nov 2017

Mar 2013 – Mar 2017

Oct 2012 – Mar 2013

Established user experience and digital communications governance - design systems, usability, accessibility, information architecture, and content strategy. Led diverse global and cross-functional teams in an enterprise digital transformation initiative.

- **Led intranet design and restructure** with IT, Communications, and Creative to create an internal web portal servicing over 60,000 employees globally, driven by usability and accessibility.
- **Managed intranet platform content migration from Tridion to SharePoint.** Supported the migration and re-design effort of over 10,000 content pages. Executed decommission of 300+ legacy sites, optimizing taxonomy, information architecture, infrastructure, and search.
- **Optimized live video stream workflow processes** for enterprise leadership and executives. Spearheading a change in process delivery SLAs from 4-to-1 business days.
- **Co-directed, coached, and filmed** CEOs and executive leadership for internal and external investor-focused multimedia communications and quarterly earnings.

News Corporation: The Daily Jan 2011 – Jul 2012

Producer, Sports Jan 2012 – Jul 2012
Sr. Production Designer May 2011 – Jan 2012
Production Designer Jan 2011 – May 2011

Led the sports production design team in planning day-to-day layouts, design, and content. Collaborated with design, development, video, photography, and editorial on daily and feature media coverage.

- Managed production of a collaborative mobile app between **The Daily**, **Fox Sports**, and **NFL** for **Superbowl XLVI**.
- Designed interactive mobile editorial layouts into a streamlined design system for the sports department, adopted by > 60% of the publication.

Meredith Corporation: MORE | Fitness

Web Designer Sep 2010 – Mar 2012
Design and development of marketing, advertising, and editorial content. Led a responsive web design effort, using HTML, CSS, and JavaScript.

Cablevision: IFC.com

Web Designer Apr 2010 – Apr 2012
Implemented microsite web design for featured content including television shows, award ceremonies, film festivals, and media conventions including **Tribeca Film Festival** and **South by Southwest (SXSW)**.

Sunway Tea LLC

Co-Founder/Partner, Head of Digital Strategy
Jun 2010 – Nov 2014
Led the design and development of digital, marketing, and promotional materials for a web-based e-commerce retail start up, including; quality assurance (QA) testing, and vendor management.

Condé Nast Publications: Fairchild Group

Web Producer Aug 2007 – Jan 2011
Handled design, content management training, and strategy of daily desktop digital publishing for **WWD**, **FN** and **DNR**.

LEARNING & DEVELOPMENT

Figma: Getting Started Jun 2022
Data Science: The Big Picture Jun 2022
UX Research Analysis May 2022
Pluralsight

Coaching Mar 2022
Change Management Mar 2022
Harvard Business Publishing

Agile Product Owner Mar 2022
Agile Mindset Feb 2022
Design Thinking Practitioner Apr 2020
Verizon

CERTIFICATIONS

Certified Scrum Product Owner (CSPO)
Scrum Alliance | #000718879 Dec 2017 – 2023

UX Certified, UX Management (UXC)
Nielsen Norman Group | #1019521 Sep 2017

EDUCATION

Bachelor of Fine Arts (BFA)
New York Institute of Technology
Degree in Computer Graphics; coursework includes design, typography, media, and psychology.

INTERESTS

- **Martial Arts** – amateur competitor, Kung Fu instructor, and BJJ practitioner.
- **Figure Skating** – hobbyist Freestyle and Ice Dance.
- **Video Gaming** – former competitor in StarCraft 2, World of Warcraft (SK100), Magic the Gathering, and Street Fighter.
- **Travel & Language Learning** – limited proficiency in Chinese, Korean, Japanese, Spanish, and French.