David Yap

Kuala Lumpur, Malaysia | david@davidyap.co | +601156380805 | 8 years exp

WORK EXPERIENCE

Zensite   **Singapore**

Founder & Studio Lead   *Nov 2016 - Present*

- Developed and executed creative strategies for over 20 clients from various industries such as finance, medical, education, prop tech, consumer and web3.
- Managed a team of designers and developers to deliver high-quality product design projects on time and within budget, leading to a 20% reduction in project turnaround time.
- Implemented new project management strategies for client deliverables resulting in over 95% client satisfaction rates with key metrics meeting or exceeding expectations.
- Developed a streamlined communication process that improved project efficiency by 20%, allowing for timely delivery of end-to-end product design work to clients.

Coin Market Manager   **London**

Lead product designer   *Feb 2021 - Present*

- Spearheaded the development of CMM 2.0, a comprehensive web app and mobile responsive tool featuring advanced journaling, analytics, dashboard and trade tracking capabilities.
- Incorporated feedback from UX research into iterative design processes, ensuring that the final product resonated with users and contributed to a 40% boost in sign-up rates and an impressive 50% increase in conversions.
- Worked closely with developers to deliver high-quality designs through feedback-driven prototyping, ensuring that the final product met users' needs while exceeding industry standards.
- Manage a team of designers to deliver ongoing product improvements and create material for partnership from WOOX, Bybit, Bitmex and Kucoin.

Daemon Technologies   **Hong Kong**

Lead product designer   *May 2021 - Jul 2022*

- Spearheaded the design and development of open-source blockchain products, significantly contributing to the emerging blockchain Stack ecosystem.
- Conducted market research and user testing for new blockchain products, identifying key features that customers sought, leading to a projected 50% new users adoption within the first year of launch.
- Implemented agile design processes, reducing development time by 40% while maintaining high-quality standards and exceeding customer expectations on final product delivery.
- Facilitated community engagement and open source contributions, ensuring the project's alignment with user needs and industry trends.

dahmakan (YC18)   **Malaysia**

Lead product designer   *Mar 2020 - May 2021*

- Developed and executed a comprehensive product roadmap, successfully launching an internal tool that increased team efficiency by 40%.
- Conduct in-depth user research activities to improve customer journey for both customer and internal operation team
- Collaborated with cross-functional teams to gather user feedback and iterate on customer-facing product design, leading to a 60% reduction in cancellation rates.
- Integrated data-driven insights into the design process, resulting in an optimised user experience that decreased customer support tickets by 25%.
- Developed a comprehensive design system for all company products, resulting in a cohesive visual identity and improved user experience, as evidenced by a 15% increase in design productivity

PROJECT EXPERIENCE

Mumble   **Malaysia**

Founder   *Jan 2020 - Oct 2020*

- Led the design and management of a decentralised social media app with more than 5000 users
- Nominated Golden Kitty Award 2020 from Product Hunt
- Featured in multiple new site - Decrypt, DApps

Canya   *Australia*

Product Designer   *Oct 2016 - Mar 2017*

- Initial designer for Thorchain Founder's initial product for marketing site, web app and responsive app
- Led branding initiative and prepare marketing asset for ICO
- ICO raised $12M

LEADERSHIP EXPERIENCE

Figma   **Malaysia**

Country Community Lead (MY)   *Nov 2020 - Dec 2021*

- Co-organise Figma meetup with top design leadership from APAC region
- Prepare programs for online meetup with more than 200 registered designers

EDUCATION

Victoria University   **Malaysia**

BA in Marketing & International Trade   *Graduation Date: Jan 2016*

London Future Academy   **Remote**

Design Ops   *Graduation Date: Oct 2022*

London Future Academy   **Remote**

Creative Leadership   *Graduation Date: Oct 2022*

SKILLS

Skills: Figma/Sketch | Maze | Google Analytic | Smartlook | Notion | Asana | Zeplin

Interest: Digital product design | Web3 | Privacy | Healthtech | Photography