

KEVIN B. LEE

Product Management • UX Optimization • Full-Stack Web Development

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Summary

Product management director with 10+ years experience specializing in user experience optimization, full-stack web programming and team building/mentoring. Professional, creative, and jack-of-all-trades problem solver.

Areas of Expertise

- Product feature development and launch
- Strategic goals planning and execution
- Collaboration and cross-functional expertise
- Team building and mentoring
- User experience (UX/UI) optimization
- Analyses and quantitative skills
- Success mapping and KPI metrics management
- Hands-on full-stack web development experience

Professional Experience

Katori

Head of Product

5/2015 - current

- Collaborated with executive team to brainstorm, design and build the disruptive, on-demand customizable product platform for omni-channel distribution. Current clients include Bed Bath & Beyond, Photobucket and Getty Images.
- Devised product roadmap and launched exclusive photo stores for MLB and NBA.
- Implemented granular analytics tracking to measure customer shopping behavior and improve user conversion.

Yappee

Co-Founder & Head of Product

4/2013 – 11/2015

- Owned product management and technical development for launching the web, mobile and native Yappee application.
- Architected scalable technology stacks utilizing React/ReactNative, BackboneJS, NodeJS, MongoDB/MySQL and AWS cloud infrastructure.
- Collaborated with marketing and sales team to brainstorm, plan and prioritize product features and go-to-market strategy.
- Built dynamic reporting and dashboard to track user acquisition and measure KPIs, and utilized data to determine the impact of feature launch and marketing campaign.

Katch (formerly Vantage Media)

Senior Director, Media

3/2011 – 4/2013

- Owned and managed the exclusive monetization platform for Yahoo Education and Yahoo Homes.
- Led a high-performing team of editors, designers, and UX analysts to plan product features, produce web content and launch user optimization campaigns, resulting in reducing customer bounce rate and doubling user engagement.
- Collaborated with engineering and IT team to build product features and support Yahoo SLA requirements.

QuinStreet

Director, Technical Product Management

7/2009 – 8/2010

- Gathered business requirements from vertical marketing managers to devise roadmaps and technology solutions for social web products that increase search engine traffic and enhance user experience.
- Implemented a centralized analytics tool that aggregates SEO/SEM, traffic, user behavior and revenue data from multiple sources to Amazon data storage to provide a closed loop analysis for 1000+ websites.

Technical Director, Education Vertical

6/2007 – 7/2009

- Managed all technical aspects in the Education vertical that generated \$150 million in revenue annually across 300+ clients.
- Developed product specifications, product roadmap for engineering team and product development.
- Designed and architect key API and tool developments to further enhance the proprietary online lead generation platform built on Java and Oracle.
- Built and supported a widget infrastructure on LAMP to enable platform-independent form delivery and to capture user information for internal and external media properties.
- Staffed and managed engineering teams in U.S. and India, consisting of 45 project managers, software engineers and quality assurance engineers.

Web Developer to Sr. Technical Manager, Online Media Division

10/2003 – 5/2007

- Co-founded the online media division in 2004 focusing on search engine optimization and marketing (SEO/SEM).
- Collaborated with business managers and directors to develop a portfolio of 1000+ web sites that generated over \$26 million in revenue annually.
- Staffed and managed a high-performing team of 14 professionals consisting of project managers, web developers, quality assurance specialists and server administrators.

Education

Washington University

St. Louis, MO

GPA: 3.67/4.0 (Graduated in 2003)

Bachelor of Science in Computer Science – Cum Laude

Bachelor of Arts in Drama with an emphasis in Acting – Magna Cum Laude