

Adam Yim

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Summary

Director of Product with a proven track record of leading successful cross-functional teams

- **Analytical**- applies structured thinking and a data-driven approach to problem-solving
 - **Empathetic**- brings an understanding of the user experience and human needs to decision-making
 - **Curious**- lifelong learner who loves diving into the “why” and “how” of things
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Experience

Reddit, *Toronto, ON*

June 2021 - Present

Director of Product

Guest (November 2022 - Present) & Internationalization (June 2021 - November 2022)

- Responsible for reaching new users by improving SEO, sharing, and off-platform content embeds
- Oversaw XX% growth in SEO-initiated visits resulting in Reddit's highest daily active user traffic ever
- Migrated a third of all Reddit's traffic to a new platform, improving user and performance metrics
- Coordinated Reddit's international growth initiatives across more than 80 product managers, engineers, data scientists, designers, researchers, localization managers, and community managers
- Managed a team of 7 product managers, including 2 managers

Sabbatical, *San Francisco, CA and Toronto, ON*

September 2019 - June 2021

Homemaker & Hobbyist

- Moved home to Toronto after 8 ½ years in San Francisco in December of 2019, taking time off to explore video editing, web development, interior design, baking, film, photography, and other interests

Smash.gg (acquired by Microsoft), *San Francisco, CA*

August 2016 - September 2019

Director of Product (promoted from Product Manager)

Esports platform focused on enabling competitive communities to connect, organize, and grow

- Crafted Smash.gg's Series A pitch with our leadership team in summer 2017, resulting in \$11M raised
- Drove execution and strategy of new platform features, leading to more than 2x monthly user growth
- Managed a team of 4 across multiple disciplines, including design, analytics, and product

Apple, *San Francisco and Cupertino, CA*

September 2014 - August 2016

Engineering Product Manager

- Shipped key Spotlight and Safari features in iOS 9 and macOS El Capitan, including search capabilities for movies, television shows, sports, weather, stocks, and natural language support

Zynga, *San Francisco, CA*

August 2011 - September 2014

Lead Product Manager (promoted twice from Product Manager)

- Responsible for product integration of the NaturalMotion team following Zynga's \$500M acquisition
- Delivered Words With Friends' highest-grossing quarter-to-date (Q4 2013) with 44% year-over-year revenue growth

Facebook, *Palo Alto, CA*

May 2010 - August 2010

Data Product Analyst Intern

Education

University of Waterloo, *Waterloo, ON*

September 2006 - April 2011

Bachelor of Applied Science

Honours Systems Design Engineering, with Distinction