

# Brian Yee

[brian.a.yee@gmail.com](mailto:brian.a.yee@gmail.com) | 408-394-8327

## Snap, inc. (Snapchat)

### Product Manager, Stories

2021-2023

#### *Secret project*

- Led a team through ideation, development, and global AB testing of a new Story consumption product.
- Managed cross-functional coordination for UX, engineering, monetization, and content media partnerships.
- Analyzed daily experiment data and customer reports to triage and reprioritize eng efforts. Proposed new engagement and performance metrics to measure changes in watch time, browse behavior, and abandonment rates.

#### *Spotlight*

- Took Spotlight, a vertically-scrolling video experience from 0-1 and grew it to 125M MAU in 3 months. Shipped this in parallel with the existing Story experience without negatively affecting engagement metrics.

#### *Stories Content Infrastructure*

- Sole product manager of the 40+ eng team responsible for serving and ranking 400+ million story posts.
- Gathered org-wide support to focus on developer efficiency for backend engineers. After six months, machine learning engineers were able to run twice as many ranking/ML experiments a month, and the main serving platform saw developer build times reduced by 50%.

### Product Manager, Media Delivery Platform

2018-2021

- Handled roadmapping, triage, and documentation for Snapchat's playback infrastructure as part of a company-wide rewrite of the Android app. Cataloged previous features, metrics, and ad-hoc performance optimizations to re-implement and verify their effectiveness. Led to a significant reduction in playback latency and unblocked the overall launch.
- Raised video quality from 360p to 1080p. Projected long term costs and defined an experiment plan to repeatedly raise quality if certain experiment and performance metrics were met. Prioritized adoption of new streaming (DASH) and transcoding tech (HEVC, AV1) to deliver higher quality video for equal or lower delivery costs. Collaborated with Camera and Story Posting teams to ensure these changes were supported and communicated to partners.
- Advocated for dedicated media playback and player infrastructure eng teams to consolidate feature roadmaps and bug triage across media across the entire Snapchat app. Acted as the sole PM of these teams which grew to 10+ people.

## Google / YouTube

### Product Manager, YouTube Mobile Apps

2014-2018

- Launched app-wide theming for iOS native apps, playlist management, and user profile pages.

### UX Engineer, YouTube Mobile Apps

2011-2014

- Expanded YouTube mobile web support to support new platforms and devices while re-using existing infrastructure. This enabled mobile web playbacks to be monetized, unlocking \$300M+ in revenue.

## IBM

2011, Software Engineer, Data Management User Experience

## Education

### Carnegie Mellon University

Masters, Human-Computer Interaction

B.S., Information Systems & Human-Computer Interaction