

Brian Yee

brian.a.yee@gmail.com | [linkedin.com/in/byee01](https://www.linkedin.com/in/byee01) | 408-394-8327

Snap, inc. (Snapchat)

Product Manager, Stories

2021 - 2023

Secret project

- Led a cross-functional team through ideation, development, and global AB testing of a new Story consumption product. Coordinated UX, engineering, monetization, and content media partnerships with weekly check-ins and exec updates. 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.
- Restructured the project after several months of global testing to reduce monetization risk and merge new features into the existing experience. Resulted in increased content creation and standardized the playback UX between all of Snap's content types (UGC, premium, ads).

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

- Unblocked the launch of a company-wide rewrite of the Android app. Oversaw roadmapping, triage, and documentation for Snapchat's playback infrastructure. Cataloged previous features, metrics, and ad-hoc performance optimizations to re-implement and verify their effectiveness. Led to a significant reduction in abandons and playback latency, enabling a wider rollout among target devices (namely low-end, low-connectivity devices in RoW).
- Raised video quality from 360p to 1080p to increase watch time and enable support of better ads, premium partner content, and address frequent customer feedback. Projected long term costs and defined an experiment framework to raise quality if engagement, financial, 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 PM of these new teams which grew to 10+ people.

YouTube

Product Manager, Mobile Apps

2014 - 2018

- Led the redesign of the Library tab, which brought missing content management tools to mobile. Resulted in an increase in playlist creation and feature parity across desktop and mobile. Launched app-wide theming (dark mode) for iOS native apps, addressing the most-requested customer feedback and raising the App Store rating from 2 to 4 stars.

Other Experience

Google, UX Engineer, YouTube Mobile Apps

2011 - 2014

IBM, Software Engineer, Data Management User Experience

2011

Education

Carnegie Mellon University

Masters, Human-Computer Interaction

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