

Cordell Yee

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Work Experience

Solomid • Product Designer | Jun 2018 — Current

Leading projects in gaming and esports including: Probuilds.com, Champion.gg, FortniteMaster.com, with X-million monthly visitors. TSM recently raised \$37M Series A lead by Bessemer Venture Partners.

Shopify • UX Design Intern | Oct 2017 to Mar 2018

Owned and shipped 3 features. Launched Online Store's Admin Bar, introducing new navigation patterns to improve merchant workflows and intuition. Improved education and content around menus and navigation tools. Contributed research towards understanding merchant mental models and new opportunities for Online Store.

Told • Partner | Jan 2017 to Aug 2017

Started design studio in downtown Philadelphia, eventually selling my partnership interest. Specialized in early startup designs and prototypes. Grew team of 10 developers and sales people. Retainer with VC firm to support portfolio companies. Worked with teams from Penn State Incubator, Red Antler, Yahoo, Facebook.

Mappify • Founder | May 2016 to July 2017

Founded a platform for city wayfinding and mobility management. Took a leave of absence for final rounds with Y-Combinator and Techstars, and presented on main stage at the 2 largest industry tradeshows. Worked with cities to define the UX of parking and visitors traveling and launched live trials across US.

Skills

Sketch, Figma, Photoshop, Framer, Keynote, Premiere, After Effects, UX Research, UX Interviewing, Prototyping, Writing

HTML, CSS, SCSS, Javascript, React, Swift, Node.js, Ruby (.erb)

Awards & Speaking

2018

**Product Hunt
Montreal**
Speaker

2017

**International
Parking Institute**
Speaker

Parking Today
Published

**Techcrunch
Disrupt NY**
Finalist

Bitcamp
Best Name

2016

HackPSU
Speaker

MHacks: Refactor
Top 10

YHack
Grand Prize JetBlue

Education

Penn State University
B.S. Finance 2015 - 2019

Ascend, Vice President