LETTIE MALAN ASSAF

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EXPERIENCE

multiply.energy, Urban Vision Alliance, Google (with Collective Impact) | Consultant
Dec 2021 - Present

Advised wide range of clients with UX and product strategy, integrated research processes, conducted design reviews and refocused strategic communications.

Evergrow | Director of Product & Design
May 2024 - October 2025

Led product and design team to deliver a modern tax credit diligence platform with an AI-powered feature suite.

- Launched a streamlined end to end system that reduced diligence costs by 67% and time by 75%
- Cut third-party report costs by 10x and completion time by 87%, with customer delight
- Increased AI data extraction accuracy by 50%, achieving >90% overall accuracy

Managed full technical function at the company (4 FTE) during 5 month leadership transition

- Refreshed rituals and shared kanban system across 3 teams
- Eng team reported 100% satisfaction with new meetings and workflows in internal survey

Director of UX
June 2023 - May 2024

Brought cross-functional teams together to define and execute a pivot.

- Ran company-wide foundational research effort. Established Ideal Customer Profile (ICP) and product principles that guided product direction for 2+ years
- Translated company strategy into full platform redesign, including all major workflows, brand identity, and design system. Redesigned product enabled a $30M pipeline of tax credits.

MixLife, Creativity for Wellbeing | Co-founder, CPO, Head of Design
June 2020 - December 2021

Co-founded and led product, design and early company strategy for MixLife, a platform offering creative classes to improve mental wellbeing. Built the product vision, brand identity, and MVP.

- Pitched to investors and raised pre-seed funding
- Led product pivot and redesign, increasing course revenue 28x with 93% monthly retention

YouTube, Google | UX Manager, YouTube Learning and YouTube Kids
November 2016 – June 2020

Design and research manager for the largest online video app for kids. Founding UX manager of the Learning vertical. Managed team of 10 UXers through high profile launches, rapid growth, and quality process implementation.

- Maintained 4.7+ stars in the app stores, downloads grew 352% to 82.6M

User Experience Researcher, YouTube.com, YouTube Music and YouTube Kids
September 2012 - November 2016

Founding team member for 3 new product verticals, including first paid music subscription. Managed junior researchers. Founded research program for children and families.

EDUCATION

University of Michigan School of Information, Ann Arbor
Masters of Science in Information, Human Computer Interaction
Summa Cum Laude (3.8 GPA), President of School of Information Student Association

North Carolina State University School of Design, Raleigh
Bachelor of Industrial Design
Summa Cum Laude (3.98 GPA), Caldwell Fellows Scholar