



Yap Yung Hui

Details

Address

Amsterdam, Noord-Holland
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Links

Portfolio

LinkedIn

Documentary Channel

Skills

Product Design

UX Design

Usability Testing & Research

Strategic Account
Management & Sales

Brand Experience Design

Agile Product Development

Cross-Functional
Collaboration

Product Innovation

Creative Strategy

GTM Strategy

Startup Growth

Generative AI

Languages

Cantonese

Dutch (A2)

Indonesian

Mandarin

English

Profile

4+ years of experience turning ideas into products, bridging user experience, business strategy and client insights. Skilled at connecting teams in fast-paced environments and driving solutions from concept to launch with impact and adoption.

Employment History

Product Designer & Creative Strategist, WeSmile

Feb 2023 – Present • Amsterdam

- Founded and scaled WeSmile, growing B2B revenue from **€0 to €200K+ in year one** by creating AI-powered event experiences that transformed booths into emotional brand touchpoints.
- Designed and deployed **150+ activations across Europe** at major conferences including **MWC, SLUSH, Devcom, IBC, and Flow Festival**.
- Secured repeat vendor partnerships with **Google and other global brands** by building trusted executive relationships and positioning WeSmile as a strategic brand experience partner.
- Led end-to-end UX and creative strategy for AI photobooths and AI videobooths, balancing usability with business goals to boost **brand recall, lead generation, and social visibility**.
- Collaborated with cross-functional teams to execute high-pressure activations under tight timelines, ensuring seamless client and delegate experiences.
- Pioneered new offerings powered by AI to expand client value propositions.

Education

Fontys University of Applied Sciences, B.S. Interaction Design

Jan 2020 – Sep 2023 • Eindhoven

Projects

Brand Activations for Alphabet Inc

Feb 2024 – Present • UX, User Engagement, B2B Account Management

- **Collaborated with Google's Nordics event and marketing managers** to co-design activations aligned with regional brand goals, resulting in higher on-site engagement and repeat bookings for multiple events.
- **Built a centralized client portal** to streamline account management, cutting response times by 40% and strengthening long-term executive partnerships.
- **Created AI-powered storytelling journeys** that transformed Google Cloud's abstract narratives into interactive event experiences, engaging **1,500+ delegates at SLUSH 2024** and driving stronger brand recall.

The Leaf Within

Mar 2025 – Present • Documentary & Social Awareness Channel

- Translated human experiences into narrative journeys using UX methods to reveal untold stories and raise awareness.
- Designed creative strategy that drove reflection and dialogue, reaching up to **70K+ views per film**.