David Lee

AI Product Leader | AI Agents, LLM Products, MCP | 0 to 1, Strategy to Shipped Code
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SUMMARY

I'm a product leader who still builds. These days that means AI agents people can trust to act for them. I also ship my own AI and web products end to end, from the first sketch to deployed code. Before this, I spent 13+ years in product and UX across fintech, prop tech, and health IT, helping build teams and products through two acquisitions.

SKILLS

- **AI agent products:** agent design, guardrails and permissions, MCP servers and connectors, AI vendor evaluation.
- **Product leadership:** strategy, roadmaps, PRFAQs, product operations, team building, sales demos, acquisition processes.
- **Hands-on building:** UX and product design, prototyping, Next.js, Supabase, Vercel, PostHog analytics, Figma.

EXPERIENCE

Head of Product, CoinFello (formerly HyperPlay), Remote | Aug 2025 - Present

Earlier at HyperPlay: Head of Product, VP of Product Operations, Product & Design Consultant (Dec 2023 - Aug 2025)

- Led Fello into production as a live AI agent: $815,000+ in agent-executed transaction volume and 2,200+ live user automations since the February 2026 soft launch, across 8,500+ unique wallets.
- Made safe delegated execution the core product bet: users set spending caps, allowed assets, and expiry dates, the agent cannot act outside them, and users keep custody of their own keys.
- Extended Fello to other AI assistants, such as Claude Code and Grok Bot, through an MCP server and agent skill.
- Defined benchmarks and eval sets for agent quality and led AI vendor evaluation.
- Redesigned onboarding to be more generative and personalized via the agent itself, with sponsored transaction fees and simple onramping, leading to an 82% increase in wallet activation.

Owner and Fractional Product Leader, David Lee Consulting LLC | Nov 2017 - Present

Fractional Head of Product, Privé (formerly TravelMoney) | Aug 2025 - Present

- Leads product for Cami, an AI personal shopper customers text on iMessage, also available inside other AI assistants such as Grok Bot through an MCP server.
- Reset product direction as the business evolved from TravelMoney into Privé, then grew to 2,400+ signups in under 10 months, including 1,400+ in a single launch month.

Technology Consultant, DeCaro Auctions | Feb 2026 - Present

- Solo-built and launched the auction platform in May 2026: website, live auction rooms, CRM, CMS, and lead generation.
- Enabled $24M+ in property sales through the platform since launch.

Senior Innovation Consultant, PX Venture Studio / Peer Insight | Nov 2022 - Jul 2023

- Launched a fall-prevention iOS and watchOS app for adults over 65 and took it to first revenue.

Chief Experience Officer, Blimp Homes | Nov 2021 - Nov 2022

- Grew daily active users 5x (500 to 2,500) with SEO pages built from unique property datasets.

Chief Product Officer, The Karis Group, a Point Health Company | Apr 2020 - Nov 2021

- Joined as the first tech hire and built the product and tech team to 23 people with a $3M annual budget.
- Launched iOS and Android apps within 6 months of new price transparency rules, leading to the acquisition.

Product Design Lead, Homeward | Jan 2020 - Apr 2020

- Raised user activation 60% with a new onboarding flow that surfaced FAQs and social proof at each step.

Director of Product Design, HomeServices of America (Berkshire Hathaway) | Oct 2017 - May 2019

- Onboarded 43 brokerages (43,000 agents) onto the platform my team built, managing 27 people across 4 teams.

Director of UX and Product Design, Concierge Auctions (now Sotheby's) | Jun 2015 - Oct 2017

- Saved $240K within a year of launch by moving 95% of auctions onto the new online marketplace. Berkshire Hathaway HomeServices of America later acquired the platform and team.

Lead UI/UX Designer, HotSchedules (now Fourth) | Jan 2015 - Jun 2015

- Cut Affordable Care Act related support calls 30% with an education-focused dashboard in the flagship app.

UI/UX Developer, ChartPath, health IT | Nov 2013 - Jan 2015

- Cut physician lab order time 76% and raised physician activation 40% with new onboarding.

EDUCATION AND CERTIFICATIONS

- B.A., Urban Studies and Architecture, UT Austin (Beta Upsilon Chi, Dean's List, Gateway Scholar)
- Health IT Certification Program, UT Austin, 2013; Blockchain Essentials, Consensys Academy, 2023