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

CoinFello (formerly HyperPlay), Remote | Dec 2023 - Present
Head of Product, CoinFello | Aug 2025 - Present
Head of Product, HyperPlay | May 2025 - Aug 2025
VP of Product Operations, HyperPlay | Mar 2024 - Aug 2025
Product & Design Consultant, HyperPlay | Dec 2023 - Mar 2024

Web3 AI agent platform: Fello, the agent, researches, executes, and automates onchain transactions from plain-language requests. As HyperPlay, the same team ran a web3 game store.

- 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.
- Shipped Fello 2 (Aug 2026), the next major version of the agent.
- 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 beyond its own app with an MCP server and an agent skill, so people can run it from the AI assistants they already use, including Claude Code and Grok Bot.
- 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.
- Drove growth through Strategy Templates, partner rewards campaigns with Monad, and a rewards and referral program, writing the PRFAQ and designing incentives that favor real users over short-term reward seekers.
- At HyperPlay, led player and developer experience for the game store, quests, an in-game wallet overlay built with MetaMask, and Telegram community features. Also ran Mantle Games Fest, a partner event with a 300K MNT prize pool.

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

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

Luxury shopping service bringing European luxury brands to US shoppers at one all-inclusive price.

- 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

Luxury auction firm with a 40+ year history selling estates, yachts, and aircraft, whole or fractional.

- Solo-built and launched the firm's digital auction platform in May 2026: website, live auction rooms, CRM, CMS, and lead generation. It drew 1,200+ unique visitors to listings and 50+ bidder accounts in its first month.
- Enabled $24M+ in property sales through the platform since launch.
- Brought live auctions online: remote bidders watch the sale streamed from on-site cameras and bid in real time, or place bids before the auction opens.
- Architected a multi-tenant platform on Next.js, Supabase, and Vercel that also runs a second auction brand with strict data separation, instrumented with PostHog.

Fractional CPO, Trustshoring | Jan 2024 - Feb 2025

- Led product strategy and roadmaps for SaaS clients of this product advisory and software firm.

Product & UX Advisor, Chasyr | Nov 2017 - Nov 2021

- Advised on product and UX for a web3 peer-to-peer delivery app.

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, a joint venture of Ochsner Health and PX Venture Studio.
- Led market research and scoped the MVP for an automated rover that inspects public right-of-way, a joint venture of Honda and PX Venture Studio.

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

Web3 prop tech.

- Grew daily active users 5x (500 to 2,500) by partnering with data science to turn unique property datasets into SEO pages that ranked, such as most expensive and best investment homes by zip code.
- Raised retention 30% with new property search and tracking that showed locals' home valuations.
- Launched Listing Sea, a companion venture, within 5 weeks of ideation: verified residents shared fair market value opinions, with their reasoning, on homes in their own city.

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.
- Owned customer retention and revenue growth, and led sales demos.

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.
- Cut support calls 50% by restructuring the customer dashboard's information architecture, informed by card sorting and tree testing.

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.
- Designed the analytics plan that gave HomeServices data across all of its brokerages for the first time.

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

- Co-built the auction technology platform with a partner, leading 4 product designers across a new online marketplace, CRM, and auctioneer dashboard.
- Saved $240K within a year of launch by moving 95% of auctions onto the new online marketplace.
- Served as a key stakeholder through the 11-month acquisition of the platform and team by Berkshire Hathaway HomeServices of America, working with 16 C-levels.

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, then the #1 paid business app on the iOS App Store, and created the company's first design system across iOS, Android, and web.

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

- Cut physician lab order time 76%, raised physician activation 40% with new onboarding, and built the Axure prototype that helped raise $2.5M.

Real Estate Agent, Neuhaus Realty Group | 2010 - Dec 2013

- Negotiated with residential communities on behalf of clients and grew the firm's web traffic through social media.

EDUCATION

- B.A., Urban Studies and Architecture, UT Austin (Beta Upsilon Chi, Dean's List, Gateway Scholar)

CERTIFICATIONS

- Health IT Certification Program, UT Austin, 2013: ChartPath practicum and ICD-10 research poster
- Blockchain Essentials, Consensys Academy, 2023
- Texas Real Estate License (TREC), 2010 to 2013
- Real estate coursework, Texas Tech University, 2010 to 2011

SPEAKING

- Speaker, Austin Marketing Association, 2016