

Precious Yeboah

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EXPERIENCE

Disney, NY — Senior *Product Designer*

AUGUST 2025 - PRESENT

- Designed self-serve creation workflows inside Disney Campaign Manager, the advertising platform powering campaigns across Disney+, Hulu, ESPN, and ABC.
- Led the redesign of Disney Ad Gallery into a centralized hub for premium ad format discovery, creation and asset management. This reduced advertiser drop-offs during asset generation.
- Defined the AI integration framework for ad creation in Disney Campaign Manager, developing concepts to inform the 2026 platform roadmap.

The New York Times, NY — *Product Designer*

MARCH 2023 - AUGUST 2025

- Led the design for Subscriber Hub, the enterprise CRM used by NYT customer care agents to manage subscriptions and resolve subscriber issues.
- Refreshed the platform's IA with search and labeling redesigns, cutting queue times and lowering average handle time by 4%. The work laid the groundwork for an AI support assistant that shipped three months later.
- Designed experimentation strategies for cancellation flows using personalization, leading to a 27% increase in subscriber retention.
- Led accessibility audits and WCAG 2.1 AA remediation across the agent platform.

Associate Product Designer

AUGUST 2021 - MARCH 2023

- Designed and launched a centralized customer data retrieval system for NYT's customer care platform, improving information retrieval speed for agents handling subscriber inquiries.
- Created service blueprints, journey maps, and decision frameworks that drove cross-functional alignment on platform redesign priorities.

Interise, Boston, MA — Design Lead & *Program Manager, Network Engagement*

FEBRUARY 2018 - JULY 2021 (Promoted from Associate to Program Manager in Jan.2021)

- Led the redesign of Interise's community engagement platform for small business owners, increasing user engagement by 15% through workflow simplification and improved navigation.
- Built and implemented a lightweight design system that improved UI consistency and accelerated development across the product'

SKILLS

Interaction design · Enterprise platform design · Conversational and agentic interaction patterns · Information architecture and systems mapping · Workflow and operations tooling · Service blueprinting · Design systems · Accessibility (WCAG 2.1 AA) · User research and usability testing.

TOOLS

Figma · HTML/CSS · Cursor · Claude

EDUCATION

Dartmouth College, Hanover, NH — BA Studio Art (2017)