

Benjamin Humez

Product Systems, UX & Operations | Seoul, South Korea | F-6 | C2 English & French | A2 Korean
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Product Manager with 8+ years across product design, UX research, program and product management. Turns complex user and operational systems into scalable product workflows and measurable outcomes, with recent work across workflow productization, monetization, incentives, data and cross-functional delivery.

Yield Guild Games (Remote)

Product Manager (jan 2024 – jan 2025)

- Owned problem framing, requirements, sequencing, launch readiness and product QA for productizing a participation and rewards system, translating fragmented workflows into requirements across data models, ingestion, validation, admin tooling, permissions and publishing states.
- Led development of a monetization system reaching **20% adoption** and contributing to **150% revenue growth within 6 months** by aligning user behavior, incentives and operational feasibility.
- Defined requirements and coordinated launch readiness for **premium-access and API-integrated group participation features**, connecting user access, external scoring, validation and rewards.

Program Manager (jan 2023 – jan 2024)

- Redesigned the platform's participation and incentive model, helping scale **qualified participants 5.9X** and **qualified actions 7.3X** while increasing participation depth **24.5%**.
- Scaled participation while maintaining **60.7% cohort retention** and **96.7% reward fulfillment**.
- Designed token-based incentive systems aligning participant behavior with platform objectives and **reducing CPA by ~85%**.

Freelance

Product Designer & UX Researcher (oct 2016 – aug 2022)

- Supported continuous user research for **anywell**, structuring qualitative evidence into tagged, reusable insights for its employer-funded hybrid-work platform.
- Designed automated sports-story experiences for **Le Figaro Group**, with the resulting product reaching **108K+ unique users, 498K visits and 613K+ views in 30 days**.
- Contributed to **Le Figaro Group's cross-platform design system**, defining reusable UI patterns and foundations for consistency across digital products.

Skills: Product discovery & requirements | Product strategy | Workflow productization | Monetization & incentives | User research | Figma | Funnel analysis | Data modeling | APIs | CMS/admin workflows

Education: Bachelor's in Project Management & UX Design – Digital Campus Paris (2018) – France