

# Michael Yap

## Product & Growth Executive | AI Consumer Wellness

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### SUMMARY

Founder/operator building AI-enabled consumer experiences that blend behavior design, trust, and human-centered technology. Brings product shaping, growth architecture, and hands-on execution across wellness-adjacent apps, internal AI systems, and scalable digital businesses.

### LEADERSHIP FIT

AI-powered consumer product strategy

Onboarding, retention, and monetization

Human-centered technology

Cross-functional founder execution

Growth loops and lifecycle design

Trust, safety, and product clarity

### RELEVANT EXPERIENCE

#### Founder, Univenture Studio

AI-native consumer product portfolio

Shape focused product directions, user promises, onboarding flows, trust surfaces, and launch packaging across AI-native consumer experiences.

#### Wellness and Reflection Product Work

Conscious, ZenAwake, Relationship Recharge

Built or shaped products around guided reflection, mindful rituals, consent-first emotional structure, voice support, and calm daily-use behavior loops.

#### AI Systems Builder

Assistants, knowledge tools, and workflows

Use AI as product behavior rather than decoration, from internal copilots and guided flows to support, decision, and knowledge systems that make products more useful and more scalable.

#### Growth and Monetization Operator

E-commerce and paid media

Brings strong commercial instinct from work across \$50M+ in e-commerce sales and paid media management up to \$50K per day.

### RELEVANT PRODUCT AREAS

**Conscious:** voice-first awareness companion and reflection check-in experience.

**ZenAwake:** ritual and mindfulness product direction for calmer mornings.

**Relationship Recharge:** structured reflection product built around consent and emotional clarity.

**KidWiz:** guided learning experience shaped for trust, parents, and repeat engagement.

### WHAT I BRING

- Turn abstract ideas into clear product promises and repeatable user journeys.
- Blend product judgment, growth discipline, and execution speed.
- Build for retention, trust, and real user value rather than AI novelty.