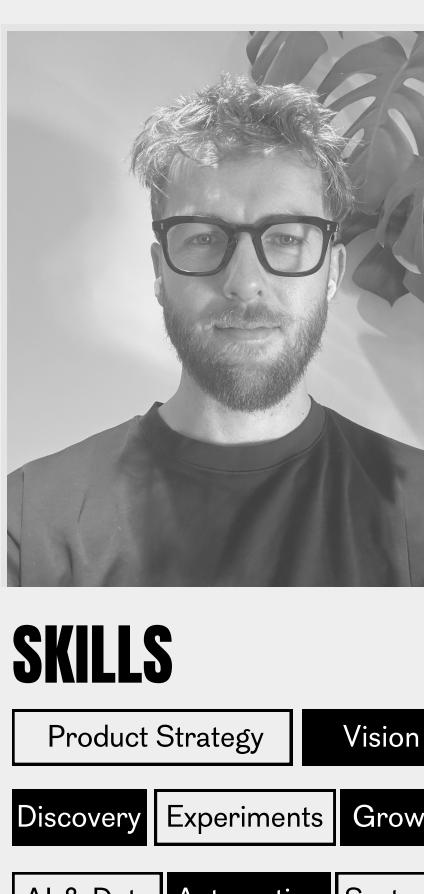


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## SKILLS

Product Strategy Vision

Discovery Experiments Growth

AI & Data Automation Systems

User Research Delivery

## TOOLS

### Product

Figma · Miro · Notion · Jira · Trello

### Data

GA4 · GTM · Hotjar · Microsoft Clarity · Mixpanel · Data Studio · SQL · BigQuery · Google Sheets

### Growth

Shopify · Webflow · Meta Ads Manager · Google Ads · Klaviyo · Stripe · PayPal

### Automation

n8n · Zapier · Supabase · Airtable · RocketAPI · API integrations (REST, webhooks) · Postman

### AI | LLMs

n8n · Zapier · Supabase · Airtable · RocketAPI · API integrations (REST, webhooks) · Postman

### Development

Cursor · Replit · Lovable · GitHub · HTML · CSS · JavaScript · Python · VS Code · Browser DevTools

## APPROACH

### Analyse

Metrics · Business model · Constraints  
Signal identification · Problem framing

### Discover

Customer insights · Behavioural data · Market signals · Assumption mapping

### Prioritise

Impact · Effort · Sequencing  
Risk reduction · Time to value

### Launch

Prototyping · MVP definition · Iterative rollout · Alignment · Execution

### Learn

Experiments · KPI tracking · Insight loops · Feedback · Validation

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Experiments · KPI tracking · Insight loops · Feedback · Validation

## HIGHLIGHTS

### Growth

Built a bootstrapped DTC brand from scratch to ~£20k MRR and ~£200k total revenue.

### Audience

Grew Dansu's Instagram from 0 → ~10k followers and managed £100k+ in Meta spend across structured TOF/MOF/BOF funnels.

### Automation

Designed and built a full automation stack (n8n, Supabase, APIs, LLMs) for lead discovery, scoring, outreach, enrichment and reporting, enabling the business to run with minimal manual work.

### Optimisation

Delivered payments, checkout and seller-ops improvements worth ~£170k extra revenue per month and ~£450k per year in recovered failed orders.

### Uplift

Drove a 1.2% uplift in loan originations, adding ~£0.7m MRR through marketplace integrations and funnel optimisation.

### Sports

England Schools Football, Loughborough University FC, PSIA Ski Instructor (500+ hours), Sports Scholarship.

## EDUCATION

Loughborough Uni 11-15

| Economics & Finance 2:1

Hong Kong Uni 13-14

| International Exchange

Malvern College 08-10

| International Baccalaureate

Aloha College 06-08

| IGCSE's 10 A & B's

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# ALEX MAGEE

## PRODUCT | GROWTH | AUTOMATION

I'm a full-stack product operator with deep experience across product management, design, growth, automation, and operations. I combine product sense, design, engineering instincts and channel-level growth to create systems that work at scale. I'm looking for a role where I can move fast, solve meaningful problems and build integrated product, tech and growth systems that actually scale revenue.

## DANSU

### Founder | Product & Growth

Oct/23-Present

- Built Dansu from idea to a profitable DTC brand (~£30k MRR, ~£650k total revenue), owning product, design, development, operations, growth and automation end to end.
- Designed the entire product line from scratch (specs, materials, sampling, packaging, pricing) and managed all supplier and fulfilment workflows across UK/EU/US.
- Built the Shopify store myself, including custom theme development, HTML/CSS/JS improvements, UX upgrades, and continuous CRO across PDPs, landing pages, bundles and checkout.
- Created the full automation stack using n8n, Supabase and RocketAPI: CRM scraping and outreach, influencer discovery scoring, fulfilment and inventory automation, financial reporting, and a full AI-driven "ops brain" for the business.
- Ran all paid and organic marketing: managed £300k+ in Meta spend, built structured TOF/MOF/BOF funnels, ran creative testing, and produced all content, photography and UGC systems.
- Grew Instagram from 0 to ~10k followers through multi-account experimentation, collabs, remix loops and safe funnel architectures.
- Built B2B pipelines for festivals, studios and creators, automating enrichment, outreach, deal tracking and pricing logic.
- Owned the full P&L: forecasting, cashflow, stock planning, unit economics, supplier payments and operational efficiency.

## LACED

### Product Manager | Operations & Payments

Jul/22-Oct/23

- Owned payments, checkout, logistics and buyer/seller experience for one of Europe's leading sneaker marketplaces during rapid scale (Seed → Series A → Series B prep).
- Delivered payment upgrades including new methods, FX support, and clearer duties/tax flows, improving trust and conversion across UK/EU markets.
- Reduced failed seller orders through verification, address checks and behavioural interventions, adding £700k+ annual revenue.
- Introduced a unified pricing model and PDP improvements that increased add-to-cart performance and generated ~£170k monthly revenue.
- Optimised fulfilment and logistics flows with Ops, raising completion rates and reducing customer service volume by 40 percent.
- Co-led a full brand refresh and implemented UI/UX upgrades across product pages, checkout, and core marketplace flows.
- Shaped product processes across multiple squads, driving delivery through sprints, refinements, roadmapping, and cross-team alignment.
- Supported platform scalability by integrating key third-party systems and contributing to the move toward a microservices architecture.

## EXINITY

### Product Manager | Onboarding & Payments

Jan/21-Feb/22

- Owned onboarding, KYC and payments for a multi-market trading platform across the Middle East, Africa and Asia, covering registration, verification, deposits, withdrawals and risk flows.
- Worked directly with compliance teams in multiple jurisdictions to convert regulatory requirements into product logic and ship fully compliant user journeys.
- Led a cross-functional squad of ~10 (backend, frontend, QA, UX) and drove delivery through sprints, refinements, UAT and multi-market release cycles.
- Integrated regional PSPs and alternative payment methods, resolved funnel drop-offs and improved payment approval rates.
- Ran full discovery, wrote requirements, produced user journeys, prioritised the roadmap and coordinated launches across different regulatory entities.
- Built analytics frameworks for onboarding and payments, diagnosing conversion issues and guiding optimisation priorities.
- Trained operations teams on new flows and delivered features with strong internal alignment across compliance, engineering, ops and leadership.
- Implemented delivery structures that improved execution, reduced friction and increased predictability in the onboarding/payments roadmap.

## Salary Finance

### Product Manager | Insurance & Loans

Feb/20-Jan/21

- Owned product development across Protect (insurance), Borrow (salary-linked loans) and partner integrations in a regulated B2B2C environment.
- Delivered core builds for the Protect launch, including Ops tooling, employer-specific flows, UX improvements and feature refinements.
- Managed the migration of employers onto the new Borrow platform, improving application UX, simplifying eligibility steps and reducing funnel friction.
- Led the company's first marketplace integrations, launching ClearScore Marketplace and others, driving a 40% lift in loan originations and up to £1m additional monthly revenue.
- Designed custom landing pages and introduced soft-search logic to improve approval clarity, reduce drop-off and increase partner conversion rates.
- Built new partner reporting capabilities with the data team for accurate performance tracking.
- Reduced Borrow landing page bounce rate by 22% through UX and content changes.
- Worked closely with engineering, QA, design, ops and compliance to ship features safely, clearly and on time, following an agile squad model.

## Be Group

### Consultant | Product Owner

Mar/18-Feb/20

- Delivered major digital transformation projects across payments and banking, primarily for HSBC.
- Led discovery for HSBC's new multi-currency business wallet, creating user journeys, prototypes and requirements, including the proposed "Sweep & Earn" feature used in the internal funding pitch.
- Acted as Lead BA for the John Lewis Partnership Card mobile revamp, gathering functional and technical requirements, coordinating with external dev teams and managing weekly stakeholder walkthroughs.
- Reworked large parts of the solution after PSD2 compliance flagged issues, leading the redesign and new requirements set.
- Collaborated across compliance, risk, engineering, design and treasury to align regulatory, user and business needs.
- Supported additional payments and banking projects across research, proposition design and customer journey improvement.

## Chillimint

### Analyst | Product & Marketing

Jan/16-Feb/18

- Worked on Visa's payments and CX projects, analysing multi-million row datasets to identify activation, usage and attrition insights for major UK banks.
- Co-designed and user-tested the new Verified by Visa 2.0 flows, reducing customer friction and improving authentication UX across issuers and merchants.
- Created Chillimint's first commercial product: a 200-person mystery shopping programme analysing onboarding and servicing journeys across UK banks.
- Mapped end-to-end customer journeys across payments, onboarding and servicing, identifying friction points and generating strategy recommendations.
- Conducted interviews with internal stakeholders, operational teams and end users to validate problems and refine proposed solutions.
- Delivered proposition, comms and CX recommendations for Visa and top-tier banks across mobile, web, branch and contact centre experiences.

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