

Kevin Lou

Product Manager, e-commerce and fintech

@kevinbryantlou kevinbryantlou@gmail.com (626) 310-2852

Experience

Product Manager @ Italic

January 2019 - Present, Los Angeles

Early employee (#7) at e-commerce startup backed by Index Ventures, Scott Belsky, and more. Co-lead a team of 4 engineers and 1 SWE intern to build the Italic Storefront and internal tools. Worked closely with Marketing, Design and Product Development teams to launch new products and product categories. Led user research to truly understand user needs and better inform our brand voice, customer strategy and feature roadmap. **Concurrently manages the remote Customer Experience team.**

UX Researcher @ Dave

February 2018 - January 2019, Los Angeles

Early employee (#17) at one of the fastest growing fintech startups in Los Angeles. Led improvements within the onboarding flow and the lending process as Dave scaled from 60,000 to 3.5 million+ users, from young startup to \$1 billion+ unicorn. Increased user conversions over 30% by developing A/B tests targeting the onboarding flow. Conducted unmoderated and in-person user research with 100+ existing and prospective users for Dave Banking and Dave Advances.

Founder @ Anytable

March 2017 - March 2018, Los Angeles

Left Joybird to build a marketplace for dining experiences (à la Airbnb Experiences), partnering with Michelin-renowned chefs in Portland and Los Angeles.

Community Manager & Special Projects @ Joybird

September 2016 - July 2017, Los Angeles

Managed social channels for the core Joybird brand, ran sentiment analysis and cohort retention reports for the executive and marketing team. Launched VIP loyalty program targeting high-LTV customers, significantly growing recurring revenue (20% among high-spenders).

Interests

Tennis, flying small planes, and advising early-stage startups

Skills

Product Management

Scaling product

User research

Roadmap planning

Tools

Asana

Figma

SQL

Fintech

US payment systems

B2B/B2C processes

Consumer finance tools