

Kevin Lou

Product Manager in fintech and e-commerce

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Experience

Product Manager - Italic

January 2019 - Present, Los Angeles

- Early employee (#7) at e-commerce startup backed by Index Ventures, Scott Belsky, and more.
- Worked across teams (product, design, and marketing) to pivot the business model and establish new priorities/goals.
- Worked alongside the engineering team to craft a new payments stack and rebuild the user account backend.
- Leads user research as a tool for all teams to better understand customer needs.
- **Also manages the Italic 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 and shaped improvements for the onboarding flow and lending process as Dave scaled from 60,000 to 3.5 million+ users.
- Worked closely with data, design, and engineering teams to deliver meaningful improvements for the customer, and worked with the CX team to redesign internal tools for better scalable support.
- Ran 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.
- Sole designer/founder, working alongside a software engineer to build the Anytable website (while eating lots of amazing food)

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 program targeting high-LTV customers, significantly expanding LTV revenue among the targeted segment

Skills

Working across teams to deliver better products and thoughtful, scalable customer experiences

Crafting product strategy and vision that aligns with the team and company north star

Adaptable self-starter that can focus on any scope issue at hand

Facilitating user research to evaluate product roadmap decisions

Passion for building financial products that improve the lives of many

Interests

Tennis, payment systems, traveling, and breaking down S1s