

Kevin Lou

Product Manager in fintech and e-commerce

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Experience

Product Manager - Italic

January 2019 - Present, Los Angeles

- Employee (#7) at a consumer e-commerce startup backed by Index Ventures, Scott Belsky, and more.
- Contributed to 500%+ company growth, overseeing a 600%+ increase in traffic over 2 years since joining the team.
- Worked across teams (product, design, and marketing) to pivot the business model and establish product vision, roadmap and priorities.
- Worked alongside the engineering team to build a new member payment experience (conducting user research, writing PRD, designing frontend experience, etc..)
- Leads user research to evaluate product strategy and upcoming features.
- **Also manages the Italic Customer Experience team.**

UX Researcher - Dave

February 2018 - January 2019, Los Angeles

- Employee (#17) who launched user research and led internal tools at one of the fastest growing fintech startups in Los Angeles.
- Worked cross-functionally with data, design, and engineering teams to deliver meaningful improvements to streamline the onboarding process by 30% by better understanding customer needs, and **worked with the CX team to rebuild admin dashboard for better scalable support.**
- Audited former onboarding processes and implemented changes to improve signup flow, onboarding copy, and re-engagement strategies to help scale the company from 60,000 to 3.5 million+ users.
- Launched and spearheaded unmoderated and in-person user research with 100+ existing/prospective users to validate and deliver UX and UI improvements for the earned wage access (EWA) and banking products

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

Utilizes design tools (Figma and Framer) to build wireframes and high-fidelity product prototypes

Builds out product strategy, roadmap, and spec requirements to scope out on Asana, Pivotal or Linear

Leverages data tools like Google Analytics and Amplitude to guide product decisions

Facilitating user research to evaluate product roadmap decisions

Passion for building products that scale and improve the lives of many

Interests

Competing in eating competitions, tennis, traveling, and breaking down company S1 filings