

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 e-commerce startup contributing to 500%+ company growth, overseeing a 600%+ increase in traffic over 2 years since launch
- Worked across teams (product, design, and marketing) to pivot the business model and establish new priorities/goals.
- Worked alongside the engineering team through extensive user research sessions and design sprints to craft a unified payments stack to build the new paid membership model 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

- Employee (#17) who launched user research and led internal tools at one of the fastest growing fintech startups in Los Angeles.
- 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.
- Worked cross-functionally with data, design, and engineering teams to deliver meaningful improvements for the customer to streamline the onboarding process by 30%, and worked with the CX team to rebuild admin dashboard for better scalable support.
- 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

Building consensus around 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 financial products that improve the lives of many

Interests

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