

Kevin Lou

Product Manager in fintech and e-commerce

[@kevinbryantlou](#)

kevinbryantlou@gmail.com

(626) 310-2852

Experience

Product Manager - Italic

January 2019 - Present, Los Angeles

- Early hire (#7) at a consumer e-commerce startup backed by Index Ventures, Scott Belsky, and more.
- Pivoted the core business, overseeing a 600%+ increase in traffic since joining the team.
- Built new storefront front-end and payment experience for pivot to a members-only Italic storefront. Managed the entire process end-to-end (conducting user research, writing PRDs, crafting wireframes/flows, managing product roadmap/sprint planning).
- Led development of internal tools for CX, marketing and product inventory teams.
- Also leads the Italic CX team, maintaining a 97% CSAT (customer satisfaction) score and 68 NPS (net promoter score).

UX Researcher - Dave

February 2018 - January 2019, Los Angeles

- Employee (#17), launched user research at one of the fastest growing fintech startups in Los Angeles.
- Spearheaded usability improvements to the signup flow (cutting down average onboarding time by 30%) and app experience to help scale the company from 60,000 to 3.5 million+ users.
- Worked directly alongside CPO to manage features and communication of product roadmap - enabling design, engineering, marketing and CX to stay on the same page.
- Implemented unmoderated and in-person user research with 100+ existing/prospective users to validate and deliver UX and UI improvements for the core earned wage access (EWA) product, and Dave Bank.
- Led overhaul of internal customer support tools to manage hyper-scale user growth.

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.
- Soft launched Anytable Marketplace in LA with a select group of local chefs and home cooks.

Community Manager & Special Projects - Joybird

September 2016 - July 2017, Los Angeles

- Grew social channel following and engagement both by 30%+ across Twitter and Instagram.
- Launched high-touch surprise and delight program for highest-LTV customers, enabling unprecedented retention and earned media.

Additional Information

- Coordinator, **Vaccinate CA** - Launched a resource to help Californians find available vaccine supply in their area. Partnered with Google and media organizations like the San Francisco Chronicle.