

# Alex Chen

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Customer-obsessed product leader with **8+** years building consumer and B2B products at big tech.

Launched **6** products from **0** to **1** for **3M+** users and drove **\$150M+** revenue via data-driven roadmaps.

## Work

**Senior Product Manager, Stripe** (Consumer payments and checkout) 2022.03 – Present

- Launched Stripe Checkout redesign serving **10M+** consumers monthly, increasing payment completion rates by **23%** and reducing cart abandonment by **18%** across e-commerce partners.
- Built one-click payment experience using Link, growing consumer adoption to **5M+** saved accounts and boosting repeat purchase rates by **40%** for participating merchants.
- Led consumer trust initiatives including receipt redesign and dispute resolution flow, improving customer satisfaction scores by **15** points and reducing support tickets by **30%**.
- Drove international expansion of consumer-facing checkout to **12** new markets, adapting UX for local payment preferences and achieving **95%** localization satisfaction scores.

**Product Manager, Airbnb** (Global travel marketplace) 2019.06 – 2022.02

- Spearheaded the development of dynamic pricing algorithms that increased host revenue by **22%** while maintaining guest satisfaction scores above **4.7** stars across **2M+** listings.
- Launched Airbnb Experiences booking flow redesign, improving conversion rates by **28%** and reducing drop-off by **40%** through iterative A/B testing with **100k+** users.
- Conducted **50+** user research sessions to identify pain points in the checkout process, leading to a streamlined design that increased bookings by **18%** quarter-over-quarter.

**Associate Product Manager, Google** (Search and Ads) 2017.08 – 2019.05

- Owned end-to-end product lifecycle for Google Ads reporting features used by **1M+** advertisers, increasing feature adoption by **32%** through intuitive dashboard redesigns.
- Collaborated with engineering to reduce page load times by **45%** using performance optimization techniques, directly improving advertiser engagement metrics.
- Analyzed data from **10+** sources to identify opportunities in small business advertising, launching a self-serve campaign builder that acquired **80k+** new advertisers.

## Projects

**Open Source Analytics Platform** (Personal project) 2021.01 – 2021.06

- Built a real-time analytics dashboard using React and Python, gaining **5k+** GitHub stars and adoption by **200+** startups for product metrics tracking.

**AI-Powered Interview Coach** (Hackathon winner) 2020.09 – 2020.10

- Developed an LLM-based interview preparation tool that provides personalized feedback, winning **1st place** at TechCrunch Disrupt Hackathon among **150+** teams.

## Education

**MBA, UC Berkeley Haas School of Business** 2015.08 – 2017.05

- Concentration in Technology Leadership; PM Club President; Berkeley Case Competition Finalist

**BS in Computer Science, Stanford University** 2011.09 – 2015.06

- Magna Cum Laude, GPA 3.85/4.0; Coursework: Machine Learning, HCI, Databases, Distributed Systems

## Skills

- Tools: Python, SQL, Figma, Amplitude, Mixpanel, Looker, JIRA, Notion, Miro, Dovetail, A/B Testing
- Credentials: PMP, Certified Scrum Product Owner (CSPO), Six Sigma Green Belt