

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