Kevin Lau

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Experience

Uber Eats / Product Manager   Sept 2019 - Present / San Francisco, CA

- Drove $32M+ in incremental purchases (annualized) by launching: Frequently Bought Together, one-tap adding, incentive strategies, copy test and UI iterations, and new menu and item ranking models
- Product Lead for Eater Browse, Search Experience, and Search Quality across Eats app and UberEats.com
- Led end-to-end Browse and Search Redesign in Eats app; increased annual revenue $5M+ by shipping:
- New user experiences: Browse Mode, Food "Collections", pickup search, restaurant chain consolidation
- Query understanding changes: predictive auto-complete, synonyms, query expansion, and lookalike queries
- Search ranking and retrieval changes: ranking model iterations, personalized search results, lowering latency
- Defined vision/roadmap for Browse and Search; introduced click-based search quality topline success metric

Uber / Product Manager   Aug 2018 - Sept 2019 / San Francisco, CA

- Launched Uber Cash as a payment platform across Eats and JUMP in addition to Rides, growing spend by $25M+ per month and purchase adoption by $6M+ per month in the US
- Developed global spender-side open loop payments strategy and roadmap around Uber Cash
- Launched a new ML platform to optimize Uber's paid acquisition (ads) strategy, saving $10M+ in one quarter
- Owned Uber Freight's large carrier fleet strategy; drove negotiations with freight carrier company executives

8VC / Associate, Venture Capital   Apr 2017 - Oct 2017 / San Francisco, CA

- Worked on early stage investment diligence across B2B SaaS, Consumer, Retail, and Emerging Tech companies
- Product Manager for internal projects, including the 8VC Fellowship Program

Hack the North / Founder and Director   Oct 2013 - Oct 2015 / Waterloo, ON, Canada

- Created one of the most influential tech events in the world with a non-profit team of 10 students; grew to 30+
- Led strategic partnerships, negotiations, logistics, marketing, and fundraising $500K+ per year to run the event
- Past speakers include billionaires Vinod Khosla and Chamath Palihapitiya, Sam Altman, and PM Justin Trudeau

Athos (Wearable Health Tech Startup) / Product Engineer   May 2016 - Aug 2016 / Redwood City, CA

- Implemented and launched a React.js based analytics platform for coaches to manage, analyze, and optimize elite athletic performance at national level training facilities across the US for football, volleyball, and basketball
- Analyzed & prioritized user needs, roadmapping for the team, worked with design to create mocks and specs

Kleiner Perkins Caufield & Byers / Product Manager, Fellowship   May 2018 - May 2019 / San Francisco, CA

Sequoia Capital / Campus Scout   May 2015 - Dec 2016 / Palo Alto, CA

Pearson Education / Board of Advisors, Student Ed-Tech Strategy   May 2016 - June 2017 / Boston, MA

Kindred (AI Startup) / Software Engineer   Sept 2015 - Dec 2015 / San Mateo, CA

Brilliant.org (Ed Tech Startup) / Growth Analyst   May 2014 - Aug 2014 / San Francisco, CA

Education

University of Waterloo / BASc in Systems Design Engineering, Unofficial Minor in Computer Science

- Co-Founder of Waterloo UX, National Representative at Canadian Federation of Engineering Students AGM, Director of National Engineering Month for province of Ontario, Badminton Club Executive