# Kevin Lau

San Francisco / (650) 785 3674 / me@kevinlau.me

## Experience

**Uber Eats /** Product Lead, Eater Browse and Search                Sept 2019 - Present / San Francisco, CA

- Product Lead for Eater Browse, Search Experience, and Search Quality across Eats app and UberEats.com
- Defined vision/roadmap for Browse and Search; introduced click-based search quality topline success metric
- 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

**Uber Eats /** Product Manager, Order Size Growth                Oct 2019 - Apr 2020 / 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

**Uber Money /** Product Manager, Payments                Apr 2019 - 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 platform strategy and roadmap around Uber Cash

**Uber Freight /** Product Manager, Large Carrier Experience                Feb 2019 - Apr 2019 / San Francisco, CA

- Owned large carrier fleet strategy; represented Uber Freight in negotiations with carrier company leadership

**Uber Ad-Tech /** Product Manager, Machine Learning                Aug 2018 - Feb 2019 / San Francisco, CA

- Launched a new ML platform to optimize Uber's paid acquisition (ads) strategy, saving $10M+ in one quarter

**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

**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, 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

**Kleiner Perkins Caufield & Byers /** Product Management Fellow                May 2018 - May 2019 / San Francisco, CA

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

**Athos /** Software Engineer                May 2016 - Aug 2016 / Redwood City, CA

**Kindred Artificial Intelligence /** Software Engineer                Sept 2015 - Dec 2015 / San Mateo, CA

**Brilliant.org /** 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