Kevin Lau

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Experience

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

- Product Lead for Eater Browse and Search across Eats mobile app and UberEats.com
- 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
- Designed Browse Experience and led Search Redesign in Eats app; incr. annual revenue $16M+ by building:
- New user experiences: food "collection" pages, restaurant chain representation, rich search suggestions
- Query understanding changes: snappy predictive auto-complete, synonyms, query expansion, localization
- Search model improvements: migration off ElasticSearch to in-house search engine, introduced a "quality" click success metric and ranking feature, implemented multi-objective optimization in ranking models

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; improved Visa Local Offers program
- Developed global spender-side open loop payments strategy and roadmap around Uber Cash platform
- 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 / Intern, 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 several internal projects, including the 8VC Fellowship Program

Various Series A Startups / Software Engineer   May 2014 - Aug 2016 / San Francisco, CA

- Athos (Health Tech Startup): Implemented and launched an analytics platform using React.js for coaches to manage, analyze, and optimize athletic performance at nationally competitive training facilities across the US
- Kindred (AI Startup): Built prototype for in-house AI robot deployment and management platform using React.js
- Brilliant.org (Ed-Tech Startup): Data pipelining, created dashboards, drip campaign automation, growth strategy

Hack the North / Founder and Director   Oct 2013 - Oct 2014 / Waterloo, ON, Canada

- Created Canada's first massive 1000+ student hackathon w/ a non-profit team of 10 students, that I grew to 30+
- Led strategic partnerships, negotiations, logistics, marketing, and fundraising $500K+ per year to run the event
- Past speakers include Vinod Khosla, Chamath Palihapitiya, Sam Altman, Alexis Ohanian, and PM Justin Trudeau

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

Education

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

- Co-Founder of Waterloo UI/UX club, National Representative at Canadian Federation of Engineering Students AGM, Director of National Engineering Month for province of Ontario, Badminton Club Executive
- Interesting coursework: Human Factors in Design, Engineering Design, Operating Systems, Computer Networks, Compiler Construction, Concurrent and Parallel Programming, Databases, Big Data Architecture Design