Alex Chen

Senior Product Manager - Merchant Onboarding

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SUMMARY

Senior Product Manager with 7 years in fintech onboarding and growth.

Drove merchant onboarding improvements at Northwind Pay, including a redesign that increased activation by 23% in two quarters and reduced onboarding time from 4 days to 1.5 days.

Brings payments and onboarding experience, including work with engineering, design, and risk on a KYC verification flow, plus hands-on A/B testing and SQL.

EXPERIENCE

Senior Product Manager · Northwind Pay — Mar 2021 – Present

- Led the merchant onboarding redesign, lifting activation 23% in two quarters.
- Reduced onboarding time from 4 days to 1.5 days.
- Worked with engineering, design, and risk on the KYC verification flow.

Product Manager · Contoso Bank — Jun 2019 – Feb 2021

- Shipped a bank-link analytics dashboard used by 400+ partner companies.
- Ran weekly A/B tests on the account opening funnel.

Associate Product Manager · Fabrikam Software — Aug 2017 – May 2019

- Owned the release notes and in-app announcements for the billing product.

SKILLS

Onboarding · Stakeholder management · A/B testing · Product roadmap · Activation · SQL

EDUCATION

BS Computer Science, State University, 2017