

Kevin Rhee

Product Manager | Growth, Experimentation, and AI Products

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SUMMARY

Product manager with 6+ years in product roles across fintech, payments, subscription SaaS, generative AI, and AdTech. Turns customer discovery and SQL-driven experimentation into measured results, lifting signup completion 70% and trial activation 12%. Built and launched a generative AI product, cutting poor AI outputs 80%.

EXPERIENCE

Product Manager, Growth | Constellation Payments (B2B FinTech) Toronto, ON | Apr 2026 - Present

- Uncovered 36 product gaps in discovery for an enterprise prospect that could roughly double revenue, scoped them into 75 Jira tickets, and now lead the customer portal UX redesign
- Shipped a customer-facing platform status page from prototype to production in 2 days by prototyping in Kiro, writing requirements and design docs, and partnering with Engineering
- Turned an ambiguous embedded-financing opportunity into a defined product and business case by modeling projected revenue, setting up partner data sharing, and scoping flows with Design
- Helped unblock a high-value partner's ACH deposit reconciliation by tracing and matching transactions across multiple data sources, and documented the product gap for Engineering

Founder & Product Manager | Keystep.ai (B2C Generative AI SaaS) Toronto, ON | Aug 2025 - Present

- Built and launched a generative AI job-application product end to end that ranks each user's stored experiences by relevance to a job to generate targeted resumes and interview prep
- Cut poor AI outputs and hallucinations 80% by building a 10-job benchmark and redesigning generation into staged extraction, evidence selection, and validation with schemas and retries
- Designed three-tier, credit-based subscription pricing around AI workflow costs by comparing LLMs on quality, latency, and cost per stage, then built billing and entitlements in Stripe
- Built server-side event tracking and paired it with tester feedback to find drop-off before first value, then streamlined onboarding from resume import to target job to generation

Product Manager, Growth & Investments | Cadre (B2C FinTech) New York, NY | Nov 2022 - Nov 2023

- Lifted signup completion 70% by mapping the funnel in SQL and Amplitude, using user research to find trust and verification friction, and A/B testing fixes like SMS verification
- Raised investment conversion 10% by turning a 200-page static investment memo into an interactive experience with Design, Engineering, and Legal, validated through an A/B test
- Cut digital CAC 15% by building last-touch attribution that tied each channel to downstream signups and investments, then working with Marketing to move spend off low-quality traffic
- Co-developed an experimentation playbook with Data Science covering hypotheses, primary and guardrail metrics, and launch decisions, and helped roll it out across Product and Marketing
- Built Amplitude dashboards for acquisition, signup, and investment KPIs and defined Segment event taxonomy and QA with Engineering, creating a reliable funnel source of truth

Product Analyst, Subscriptions | Codecademy (B2C EdTech)

New York, NY | Jul 2021 - Oct 2022

- Lifted trial activation 12% by using SQL and Looker to find friction in the subscription trial journey, then A/B testing a simpler flow in Optimizely with Design and Engineering
- Identified \$2.1M in projected annual revenue downside in a lower-priced tier A/B test by weighing new conversions against cannibalized pricier plans; recommended reprice and retest
- Grew weekly active users 14% by using cohort analysis to identify learning assessments as a high-value engagement behavior, then increasing their exposure with Product and Curriculum
- Raised feature adoption 15% by using behavioral data to find high-intent learners who were missing a relevant feature, then increasing its visibility on key surfaces with Design
- Built product and experiment dashboards in Looker, defined event tracking for launches, and improved reporting reliability with LookML and dbt staging models used across teams

Product Operations Manager / Product Analyst | LiveRamp (B2B AdTech) San Francisco, CA | May 2018 - Jul 2021

- Contributed to 80% beta-client activation for a new identity-resolution product by analyzing match rates and data quality in SQL and building client reports for Product and Sales
- Led a major client's migration from custom to standardized product workflows, coordinating 40+ external partners and internal teams while balancing continuity with scalability
- Served as product SME for 50+ enterprise clients, translating customer goals into identity-resolution configurations and data workflows and diagnosing match-rate and coverage issues
- Defined product-health and adoption KPIs for a new identity product and automated daily SQL reporting on large BigQuery and Snowflake datasets for Product, Sales, and Marketing
- Helped Product and Engineering turn GDPR and regional requirements into region-specific data-access rules by identifying the datasets and workflows each requirement affected

SKILLS & TOOLS

Product Strategy, Product Discovery, User Research, Prioritization, Experimentation, Funnel Optimization, Monetization, SQL, Amplitude, Looker, Generative AI, LLM Evaluation, Prompt Engineering, React, TypeScript

EDUCATION

BSc, Actuarial Science (Applied Statistics) | Western University · Data Analysis and Data Science | BrainStation