

Po-Yen Lin | 林伯晏 henry6812@gmail.com | 0932547611

Senior Product Manager with 6+ years across fintech, investment products, growth, and product design

## Experience

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### AIFIAN — Sr. Product Manager 2022.08 ~ 2026.06

Owned growth, conversion, and product strategy for a fintech investment platform serving 500K+ users, spanning KYC, activation, purchase journeys, and alternative investment products.

#### Sr. Product Manager - Growth 2025.08 ~ 2026.06

- Led a 7-person agile squad across product, design, engineering, translating growth opportunities into prioritized backlogs, clear product requirements, and iterative releases.
- Led the migration from a legacy product to the platform's new flagship investment product, **driving 52% of legacy users to voluntarily migrate within 14 weeks without monetary incentives**. The migration increased flagship monthly orders by 170% and unique monthly buyers by 276%.
- Led product-side optimization across the post-KYC purchase funnel, combining funnel analysis, product exposure improvements, activation messaging, and purchase-flow iterations — **contributing to a nearly 10% improvement in KYC-to-first-purchase conversion**.

#### Sr. Product Designer 2022.08 ~ 2025.10

- Designed and launched an alternative investment product that became the platform's primary transaction driver, **capturing 90% of platform transactions in its first full month**.
- Led product-level redesign of the homepage and purchase funnel, **sustaining monthly transactions at ~3x the pre-launch baseline** by improving product discovery, browsing behavior, and purchase intent.

### StockFeel — UX Designer 2020.09 ~ 2022.08

Financial product consulting agency; operated in a product-minded UX role covering discovery, product planning, client proposals, and scope alignment.

- Delivered consumer-facing financial products with major Taiwanese banks and insurers, covering consumer lending, overseas bond investment, and wealth management platforms.
- Presented product concepts, UX strategy, and design proposals to banking and insurance stakeholders, aligning user needs, business goals, compliance constraints, and implementation scope.

### CAMEO — Full-Stack Designer 2020.02 ~ 2020.09

Delivered design and frontend implementation across 4 client projects in 8 months.

- Partnered with PMs and engineers on scoping, delivery, and frontend implementation, building the technical fluency to evaluate feasibility and product trade-offs.

## Education

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National Cheng Kung University — **M.S., Industrial and Product Design**, 2016–2019

National Tsing Hua University — **B.S., Economics, College of Technology Management**, 2011–2016

## Skills

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**Product Strategy:** Product strategy, conversion optimization, activation funnels, product migration

**Project Management:** Scrum, sprint planning, backlog prioritization, cross-functional communication

**Analytics & Experimentation:** Funnel analysis, A/B testing, Mixpanel, event tracking, metric definition

**Delivery & Collaboration:** PRD writing, stakeholder alignment, RICE prioritization, OKRs, engineering trade-offs