# Sophia Meng

*Senior Product Manager*

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| **Profile**  Results-driven Senior Product Manager with 14 years of experience leading high-impact product initiatives in fintech, blockchain, and digital payments. Proven track record of launching scalable consumer and enterprise products across fast-evolving markets, with a deep passion for cryptocurrency, decentralized finance (DeFi), and Web3 innovation. Adept at bridging technical complexity with user-centric design to drive adoption, security, and financial inclusion. Recognized for building cross-functional alignment, mentoring product teams, and delivering measurable growth in agile, mission-driven environments.  Currently leading product strategy for crypto wallet infrastructure at a leading Web3 fintech platform, with a focus on onboarding, self-custody UX, and multi-chain interoperability. Committed to advancing economic freedom through accessible, secure, and intuitive crypto experiences—aligned with Coinbase’s vision of an open financial system for the world.  **Skills**  Product Leadership, Blockchain & Crypto Expertise, Technical Skills, User-Centric Design, Cross-Functional Collaboration, Growth & Monetization, Leadership & Operations, Soft Skills, Additional Skills  **Languages**  English — native  Mandarin — fluent  Spanish — intermediate  **Awards**  Scaled self-custody wallet adoption by 220% YoY  Through redesign of onboarding UX, social recovery, and proactive education nudges, increasing DAU/MAU ratio to 0.48.  Reduced failed crypto transactions by 42%  Via intelligent network routing and gas optimization algorithms, directly improving user trust and satisfaction (NPS +31).  Generated $2.3M in new revenue  PayNova  By launching staking-as-a-service for enterprise clients, capturing early-mover advantage in institutional Web3.  Cut merchant onboarding time by 90%  PayNova  Through API abstraction layer, contributing to 58% growth in PayNova’s merchant base in one fiscal year.  Mentored 5 junior PMs  Across two companies, with 3 advancing to senior roles within 24 months; recognized internally for fostering feedback-driven culture.  Achieved top 10% NPS in wallet category (72)  On App Store and Play Store via continuous usability improvements and responsive user support integration.  **Certifications**  Certified Scrum Product Owner (CSPO) | 2013  Scrum Alliance  Certified Blockchain Expert | 2019  Blockchain Council  Google UX Design Professional Certificate | 2021  Coursera  **Interests**  Decentralized identity  AI in financial literacy  open-source protocols  hiking  podcasting about Web3 trends | **Experience**  **Senior Product Manager, Web3 Infrastructure at Blockwave Labs**  01 Apr 2020 – Present  Lead product vision for a self-custody wallet serving 1.2M+ users across 60+ countries; responsible for onboarding flows, key management, transaction security, and NFT gallery integration. Spearheaded migration to multi-chain architecture (EVM, Solana, Cosmos), increasing supported assets by 300% and reducing failed transactions by 42% through improved gas estimation and network fallback logic. Launched social recovery & MPC-based key management system, reducing account recovery time by 80% and increasing user retention post-onboarding by 35%. Partnered with security engineers to implement real-time phishing detection and scam warning alerts, decreasing fraudulent losses by $4.1M annually. Managed a team of 3 product managers; oversaw mentorship, professional development, and cross-team alignment on wallet SDK roadmaps.   * Promoted from Product Manager in 2021 after delivering first non-custodial NFT marketplace integration ahead of schedule.   **Product Manager, Digital Assets Platform at PayNova Financial**  01 Aug 2016 – 01 Mar 2020  Built and launched PayNova’s first crypto-to-fiat settlement layer for merchants, enabling 24/7 liquidity conversion across BTC, ETH, and stablecoins; processed $85M in first-year volume. Led customer discovery across 12 enterprise clients, defining product requirements for automated reconciliation, tax reporting, and real-time settlement dashboards. Increased merchant adoption by 58% through streamlined onboarding and co-developed API wrapper with engineering to reduce integration time from 3 weeks to 3 days. Introduced staking-as-a-service product for institutional clients, generating $2.3M in annual revenue and attracting 6 new banking partners.   * Initially hired into a lateral role after a 9-month career break for personal development and crypto research (late 2015–mid 2016), during which I completed foundational blockchain coursework and contributed to open-source Web3 tooling.   **Associate Product Manager → Product Manager at Finovate Dynamics**  01 Jun 2012 – 01 Jul 2016  Started as Associate PM on mobile payments team, rapidly advancing after leading the redesign of peer-to-peer transfer flows, improving completion rates by 27%. Owned roadmap for mobile wallet app (iOS/Android), driving adoption from 400K to 1.8M users through gamified referral programs and biometric authentication rollout. Collaborated with compliance team to design KYC workflows compatible with 18 international markets, accelerating EU and APAC market launches by 4 months. Led first integration with a crypto exchange API (BitPay), enabling users to convert Bitcoin to USD within the app—resulted in 110K new crypto-active users in Q1 2015.   * Promoted 2014   **Education & Training**  **MBA, Technology & Innovation Management**  MIT Sloan School of Management  01 Jan 2010 – 31 Dec 2012  **Bachelor of Science, Computer Science**  Columbia University  01 Jan 2006 – 31 Dec 2010  Result: Graduated with Honors  **References**  Available upon request |