

Albert Singh

Product Manager | Customer-Facing SaaS | Execution-Focused

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SUMMARY

Product Manager with 5+ years of experience owning customer-facing SaaS products in e-commerce. Proven track record of translating customer needs into shipped features with measurable business impact — from scaling platform revenue to improving performance, accessibility, and merchant experience. Known for pragmatic execution, cross-functional collaboration, and reducing friction without over-engineering process.

CORE STRENGTHS

Product Execution · Roadmapping & Prioritization · User Experience Design · Data-Informed Decision Making · Cross-Functional Leadership · Agile & Scrum · Accessibility & Compliance

SELECTED ACHIEVEMENTS

- Grew theme platform revenue from ~\$25K to \$150K/month, a 6x increase driven by catalog expansion, partner onboarding, and storefront improvements
 - Improved page load times from ~2.5s to under 1 second across storefront themes, directly improving merchant conversion potential
 - Reduced support tickets by ~66% through proactive backlog management, UX improvements, and iterative delivery
 - Led WCAG 2.1 AA compliance initiative, taking the platform from zero compliance to 60% adoption across storefronts
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PROFESSIONAL EXPERIENCE

BigCommerce — Austin, TX

Product Manager

May 2020 – Aug 2024

- Owned roadmap and delivery for 25+ customer-facing storefront themes used by thousands of merchants globally, balancing customer needs, technical constraints, and business priorities
- Contributed to the Catalyst composable storefront initiative as the front-end product lead, owning UX research, design collaboration, wireframing, prototyping, and scoping of all front-end pages, panels, and sections at launch
- Introduced UX testing and data feedback loops to surface customer pain points, prioritize backlog items, and guide iterative delivery
- Drove storefront performance improvements, bringing page load times from ~2.5s to under 1 second using Lighthouse as the primary measurement platform
- Oversaw accessibility, privacy, and compliance integrations across the platform (WCAG 2.1 AA, GDPR/CCPA)
- Hands-on product owner throughout, writing user stories, managing backlogs, leading sprint planning, and coordinating delivery across engineering and design

Senior Marketplace Manager

Mar 2019 – May 2020

- Built and led the Theme Partner Program, onboarding 10+ developers and contributing to theme revenue growth from ~\$25K to \$150K/month
- Defined feature requirements and improved release processes in close collaboration with internal stakeholders
- Mentored junior team members across operations and partner management

Earlier Roles at BigCommerce

Nov 2012 – Mar 2019

Marketplace Manager · Marketplace Coordinator · Implementation Project Manager · Onboarding Specialist · Support Engineer

EDUCATION

Florida Atlantic University — Boca Raton, FL

B.S., Computer Science | 2012

CERTIFICATIONS

Certified Scrum Product Owner (Scrum Alliance, 2020)

INTERESTS

Music & Sound Design · UX Research · Golf · Hockey · Martial Arts · Meditation