

Edwin H.

Product Builder & Startup Advisor

New York City, NY, United States | [LinkedIn](#)

Product manager with deep expertise in Web3, blockchain infrastructure, and cross-border payments. Built 0-1 consumer and B2B products at OKX, Story, and JP Morgan Chase.

EXPERIENCE

Product Builder & Startup Advisor

Jan 2026 — Present

Independent

New York, NY

Advising early-stage Web3 startups Cobalt ID and Trustware on product strategy and go-to-market.

Senior Product Manager, Web3

Jun 2025 — Nov 2025

OKX

Remote (HK/SG team)

Led X Layer GTM and ecosystem expansion, shaping growth strategy across DeFi protocols and infrastructure while positioning the L2 as OKX's flagship new money chain. Drove next-gen infrastructure upgrades delivering sub-100ms transaction confirmations and coordinated with 20+ providers across RPC, custody, and compliance. Built tier-1 DeFi pipeline and integrations while enhancing Wallet and OKX Pay for 66M+ daily active users through Solana Passkey AA wallet improvements and OKB gas optimizations. Architected secure, policy-driven automation layer for on-chain yield with rule-based risk rebalancing across DeFi protocols.

Product Lead

Jan 2025 — Feb 2025

Pond

New York, NY

Led early product strategy for a decentralized graphical neural network model layer built on on-chain data. Created initial roadmap, sized GTM plays across DeFi, recommender systems, and security, and ran diligence calls with design partners.

Product Manager

Feb 2024 — Dec 2024

Story Protocol

New York, NY

First Product Manager at a16z-backed AI-web3 startup where I drove 0-1 launch of consumer-facing applications leveraging the company's underlying IP protocol and blockchain. Launched NFT IP-licensing marketplace enabling provenance tracking for registration, remixing, attribution, and royalty sharing of creative IP, achieving ~50k registered IP assets by ~4k unique creators within the first month. Led build-out of first incubated NFT IP-franchise with David Goyer demonstrating automated commercial licensing and royalty payouts. Released staking dashboard, token faucet, and L1-critical dapps enabling seamless account management and +7M daily transactions upon L1 release. Led API integrations with 10+ generative AI consumer apps and supported end-to-end development of the L1 blockchain.

Fractional Product Lead

Aug 2023 — May 2025

NEWM

New York, NY

Launched music-distribution royalty-tokenization platform enabling 1000+ artists to upload, mint, and release songs to 130+ global streaming platforms with automated royalty splits. Led 0-1 release of Android and iOS mobile apps for seamless marketplace purchasing and streaming of cross-chain music-NFTs across Cardano and Solana. Supported development and launch of royalty token marketplace enabling primary and secondary selling with activity reporting and analytics.

Product Manager, Cross-Border Payments

Apr 2023 — Jul 2024

JP Morgan Chase & Co.

New York, NY

Led product roadmap for cross-border B2B2C payments product for FIs and fintechs. Launched 5+ new corridors via integrations with WeChat Pay and UniTeller, increasing coverage by 13%. Automated CX and operations workflows, reducing system-error initiated cancellations by 75%. Drove FX rate integration with markets team to expand coverage to 120+ currencies and increased yearly transaction volume by over 1000% (\$1.6B increase). Initiated multi-year modernization of legacy USD Wire payments processor handling 800k+ daily transactions totaling \$3.3 trillion, migrating 75M retail accounts to modular cloud-based architecture.

Co-Founder, Product Lead

Aug 2022 — Apr 2023

AForm

New York City Metropolitan Area

Co-founded startup (incubated through Hashed) to build 3D to XR interoperability conversion engine for digital fashion assets and NFTs, partnering with RPM, The Sandbox, and Tommy Hilfiger. Led development of automated B2B2C AR virtual try-on solution for jewelry and fashion brands via Snapchat AR Lens Studio. Launched phygital-NFT powered, NFC-chipped shirt collection at NFT.NYC and Art Blocks Marfa.

Product Manager, E-Commerce & Financial Systems

Jan 2021 — Aug 2022

Warby Parker

New York City Metropolitan Area

Automated key customer experience workflows saving 550+ CX hours annually and adding \$551K/yr in value while driving 2x insurance sales. Shipped new checkout and payment stack including Stripe, Affirm, PayPal, and 5 insurers, driving +3% incremental bookings (~\$10M/yr) for web and mobile. Resolved \$3M+ accounting backlog and implemented system enhancements.

Product Manager, Buy Side Platform Mediaocean Co-designed on-chain tracking for Fortune 500 media spend in ad-transparency initiative with IBM. Launched APAC-entry B2B SaaS platform and integrated Google and Facebook ad APIs, driving +15% engagement per session.	Jul 2018 — Jan 2021 <i>New York City Metropolitan Area</i>
Product Management (Production) Intern BEAM Interactive BEAM Interactive is an experience design and digital marketing agency, offering web and mobile product solutions to businesses and clients across automotive, financial services, healthcare, and other industries.	Jan 2017 — Jan 2017 <i>Greater Boston Area</i>
Product Management Intern Julius Influencer Marketing Software Julius is an end-to-end influencer marketing SaaS platform, offering Brands and Agencies influencer search and discovery, campaign management, and a robust suite of reporting solutions. • Led collaboration between engineering, design, and marketing/sales teams to identify market opportunities, validate roadmap, and coordinate launch strategies of core product offerings within a startup-oriented environment • Executed launch of FTC compliance Natural Language Processing (NLP) detection software, driving marketing execution strategies and creating plans to track product metrics and user testing • Conducted market research and competitive analysis to identify and initiate Ayzenburg API integration opportunity, enabling launch for EMVI artificial intelligence (AI) tool • Ideated and prioritized roadmap initiatives, created high fidelity wireframes using standardized designs systems, and streamlined product execution for Campaign Metrics Reporting Dashboard, helping to generate 10 new client agency acquisitions within first two months of release	Jan 2017 — Jan 2017 <i>New York City Metropolitan Area</i>
Technical Product Management Intern Jeppesen, a Boeing Company Jeppesen is a Boeing subsidiary and part of the Digital Aviation business unit within Boeing Commercial Aviation Services. Boeing offers the industry's largest portfolio of services, support, and solutions, collectively known as the Boeing Edge, providing customers a competitive advantage by solving real operational problems, enabling better decisions, maximizing efficiency and improving environmental performance across the entire aviation ecosystem.	Jan 2016 — Jan 2016 <i>Greater Denver Area</i>
Web Developer Zencare.co Zencare is a multi-sided health and wellness referral network that better connects clients with therapists that best fit their needs. Zencare streamlines the therapist search process by providing up-to-date availability and insurance information, therapist videos, and a vetted network to ensure quality care. Whether starting a new practice, reaching a target clientele, or filling daytime appointments, Zencare also allows therapists to reach their ideal clients.	Jan 2016 — Jan 2016 <i>New York City Metropolitan Area</i>
Computing & Media Technology Student Technician Brown University	Mar 2015 — May 2016 <i>Providence, Rhode Island, United States</i>
Computer Programming Instructor iD Tech Camps	Jan 2015 — Jan 2015 <i>New York, United States</i>
Business Intern WBRU	Jan 2014 — Jan 2014 <i>Rhode Island, United States</i>
Office of the COO / Operations Department Intern Société Générale	Jan 2012 — Jan 2013 <i>245 Park Ave, New York, NY 10167</i>

EDUCATION

Brown University <i>Bachelor's degree in Computer Science</i>	Sep 2014 — Jun 2018
Northfield Mount Hermon	Jan 2009 — Jan 2013

PROJECTS

Glue (prev. Hole DAO) Glue (prev. Hole DAO) is bridging the gap between creators and Web3 to enable new paradigms of artistic/ cultural cultivation. • Organized 2 Brooklyn-based artist markets for Glue, an artist event for NFT.NYC, & fundraiser with FWB DAO that raised \$50k for local venue in need that collectively reached 70k social media impressions	
Mirrorwerx Mirrorwerx is a luxury fashion brand harnessing the power of blockchain technology to reinvent the way we design, produce and sell clothes. Our mission is to disrupt a broken industry by demonstrating radically transparent and sustainable	

business practices while transforming the role of customer from passive consumer to informed and invested collaborative co-creators.

- Assisted in launching Mirrorwerx’s phygital NFT collection of NFC-chip enabled silk shirts designed with AI generative artist Daniel Arena at Dispatch’s NFT.NYC ‘23 Showfields event & Art Blocks Marfa event

CERTIFICATIONS

August Zschirpe Memorial Award, Northfield Mount Hermon	May 2013
Williams College Book Award, Northfield Mount Hermon	May 2012

SKILLS

Product Management · Product Marketing · Product Design · Project Management · Product Lifecycle Management · Software Development · Scrum · Quality Assurance · kanban · Data Structures · Web Development · Wireframing · Usability Testing · Algorithms · PowerPoint · Java · Microsoft Excel · Photoshop · HTML · CSS · Google Analytics · MySQL · SQL · JavaScript · Databases · Python (Programming Language) · JIRA · Leadership · Stakeholder Management · Presentation Skills · Client Relations · Cross-functional Team Leadership · English · Spanish · A/B Testing · Business Case Development · Feature Prioritization · Expectations Management · UX Research · Global Client Management · KPI Reports · Scope Management · Technology Roadmapping · Query Optimization · User Requirements · End User Training · User Interviews · User Personas · Confluence · Product Backlog · Product 0→1 launches · GTM · PRDs · Roadmapping · Competitive analysis · Data-driven prioritization · UXR · Cross-border payments · SWIFT · ACH · FX · DeFi · L1/L2 blockchain · Wallet infrastructure · Tokenization · On-chain IP · Consumer social · Music · E-commerce · Checkout · Digital identity · Fraud · AR/XR · Ad-tech · Multi-Agent Workflows · Claude · Codex · BigQuery · Solidity · AWS · GitHub · Linear · Figma · Notion · Looker · Xcode · Vercel · Supabase · Mixpanel · Amplitude · n8n