

Michelle Ming-Chieh Chou

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Education

National Taiwan University

Taipei, Taiwan Oct. 2017 - Dec. 2017

Information System Training Program, Department of Computer Science & Information Engineering

National Taiwan University

Taipei, Taiwan Sep. 2007 - Jun. 2011

Bachelor of Business Administration in Finance, College of Management

Work Experiences

EZTABLE, HQ Asia-leading dining program (online reservation & prepay service) Taiwan / Thailand / Indonesia

Product Manager & Product Designer

Oct. 2015 – May 2017

- Drove multiple company-wide product innovations from conceptualizing ideas to launching officially, including new business model, user acquisition & retention optimization, and merchandising evolution.
- Executed roadmap planning, UX research, persona, storyboard, user journey, interaction map, wireframing, prototyping, usability testing, mock up (co-work with visual designer), QA testing, and marketing communications roll out in each product release sprints.
- Designed & launched referral program for user acquisition, acquired 1% online population per month.
- Led & implemented strategic product partnerships with TripAdvisor, Baidu, Ctrip (China-leading online travel agency), and IKYU (Japan-leading correspondent) to expand the user base globally.
- Localized web/mobile consumer products & merchant console to Thailand, Indonesia & HK markets.
- Awarded 2015 Star Award for Best Speed & 2016 Star Award for Best Leader.

Head of Customer Success

Apr. 2015 – Mar 2016

- Staffed & trained professionals for effective problem-solving approaches and proactive optimization practices for creating better customer experiences. Increased customer satisfaction rate by 25%.
- Hosted bi-weekly meeting with product R&D, sales, and BizOps teams to provide effective insights.

Executive Assistant to CEO

Aug. 2013 – Mar 2016

- Provided leadership to evaluate, manage, and execute a variety of special projects crucial to the success of the org., covering product strategy & management, BizOps, marketing, and fund-raising.
- Co-established international expansion practices in South East Asia and Hong Kong.

Applied Predictive Technologies (a MasterCard Company), Asia HQ

Taipei, Taiwan

Business Development Associate

Dec. 2012 – Jul. 2013

- In charged of B2B marketing & sales roles to provide APT's SAAS enterprise analytics solution to C-level executives of leading retailers in Greater China. Reported directly to Head of Asia & SVP Marketing.
- Initiated 12 prospective accounts (>US1B revenue each) from scratch to reach advanced discussions.

AIESEC, Mainland of China HQ World's largest youth organization under UNESCO

Beijing, China

Vice President, Product Management

Jun. 2011 – Jun. 2012

- Initiated new product line, refactored product designs and delivery to enhance product market fit.
- Generated 33% YoY sales growth by managing product sales team of 18 cities across China.
- Achieved record-breaking global #1 (out of 113) in sales performance in 2011 Q4 & global #3 yearly.

Skills

Programming

Python
HTML / CSS
jQuery
Bootstrap
MySQL

UX Design

Persona Building
Interaction Map
Wireframing
Prototyping
Usability Testing

UI / Visual Design

Sketch
Photoshop
Illustrator
InDesign

Language

English
Mandarin

Others

Chinese Calligraphy