

# MICHELLE LOK-YEE CHAN

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## EXPERIENCE

### PRODUCT GROWTH | SCMP

April 2019 - Oct 2020

- Led the 1st Product Growth team at SCMP and established the foundations of A/B testing, experimentation process, and [growth strategy](#) with editorial, data, strategy & marketing teams.
- Increased a 10+ year newsletter subscription base by 50% in 8 months; Ran experiments that increased 20%+ in commenting, 30%+ in social sharing, and improvements in user acquisition, retention, content recommendation & monetization — which contributed to an overall growth in MAU by 80%.
- Awarded 170k USD in [Google News Innovation Challenge](#) by initiating, pitching, and leading a cross-departmental personalization project. Led the participation of Facebook Reader Revenue Accelerator 2020 from SCMP and worked with professionals from Facebook, the New York Times, the Wall Street Journal, and more to design strategies to increase SCMP reader revenue.
- Launched [automation & NLP tools](#) (hackathon winner) to assist the newsroom in increasing social & SEO traffic
- Secured buy-ins to bring shifts in mindsets & processes within the company, such as looking at retention cohorts, financing product analytics tools, interviewing users & conducting user-testing prior to developing strategies and products.

### FOUNDER & CEO | WEEVA (ACQUIRED)

Oct 2016 - May 2019

- Built company from scratch to exit with [over half a million users](#). Funded by angels in NYC, SF, Hong Kong, Australia & government funds. Currently an advisor. Research tool for students to highlight, organize, and create their research documents all in one place.
- Scaled product to 200+ educational institutions in 50+ countries, with thousands of paying customers, including schools, classrooms, and individuals. Achieved 24% weekly retention and 20% daily retention with millions of highlights created per week.
- Featured #1 Product of the Day on [Product Hunt](#), [Lifehacker JP](#), Austrian TechLife magazine, & universities such as Harvard & HKU.

### UX DESIGN | AMAZON (SEATTLE - CORE DESIGN TEAM)

May - Sept 2016

- Interned in Seattle office. Received full-time return offer as the 1st UX designer from Asia in the 30-person Core Design team.
- Prototyped [new card concepts](#) to facilitate continuous user discovery on Amazon's mobile shopping app homepage.
- Developed a scalable solution for displaying shopping categories at Amazon that increased click-through rate by 3x.

### PRODUCT DESIGN INTERN | 9GAG

May - Sept 2016

- Designed projects and conducted UX research for 9GAG's webpage, mobile app onboarding, and App store conversion.

### TRUE VENTURES FELLOW | TRUE VENTURES (SAN FRANCISCO)

Jun - Aug 2015

- Selected to join a [fellowship](#) by an early-stage VC (managing US\$800m+) & interned at its portfolio company, [Runscope](#).
- FRONT-END DEVELOPER INTERN | RUNSCOPE
  - Revamped & developed [Runscope](#)'s support page and internal dashboard through UI research, design & front-end development.

### A16Z GENERATION DESIGN FELLOWSHIP PROGRAM MENTEE | A16Z

Mar - Jun 2016

- Selected as 1 of the 25 design students in a mentorship program that connects students with designers from the a16z portfolio.

### FRONT-END WEB DEVELOPER | SUBLITE

Oct 2014 - May 2015

- Prototyped a student internship & housing platform backed by Yale & Wharton's entrepreneurship funds. Grew to 10,000+ users.

### STAFF REPORTER & DESIGNER | YALE ENTREPRENEUR MAGAZINE

Sept 2014 - Jul 2015

- Wrote and published articles about entrepreneurship for Yale's only entrepreneurship magazine. Managed its layout design.

### DESIGN CONSULTANT | YALE SCHOOL OF MANAGEMENT PROGRAM IN ENTREPRENEURSHIP

Oct 2014 - Jul 2015

- Worked as a design consultant for startups founded by Yale School of Management graduates, including designing logos, branding, and packaging. Clients include, Tuckerman & Co (<https://www.tuckerman.co/>), Postalgia, and [TummyZen](#).

## EDUCATION

### THE UNIVERSITY OF HONG KONG

Double Major: Computer Science and International Business. (3.83)

### YALE UNIVERSITY

Full Scholarship to Yale's one year Visiting International Students Program

Typography, Graphic Design, Photography, Computer Science, Documentary Film Making. (3.87)

## RECOGNITION & AWARDS

### GOOGLE NEWS INNOVATION CHALLENGE (170K USD)

Mar 2020

- Granted 170K USD from Google. Initiated, pitched, and led a cross-departmental personalization project called Atlas in collaboration with data, user research, product, and marketing teams.
- Project Atlas is a system that dynamically classifies users into persona clusters based on their demographic, psychographic, and behavioral data using machine learning. These personas can then be fed into models and recommendation engines to better personalize user journeys, increase engagement and retention, and optimize monetization opportunities.

### RECOGNITIONS & PRESS FOR WEAVA

2016 - 2019

- Product Hunt — #1 Product of the Day (2018) and #2 Product of the Day (2017)
- Australia TechLife Magazine and Lifehacker Japan — organic press mentions
- Harvard University, Hong Kong University — features and talks
- Other mentions from Hong Kong Economic Journal, awards & recognitions from HKU Dreamcatchers competition, Cyberport etc.

### YALE UNIVERSITY ONE YEAR FULL-SCHOLARSHIP

2014 - 2015

- Granted 50K USD to Yale's Visiting International Students' Program to study at Yale for a year. Changed my life and career.

## PROJECTS

### THE YALE BRAND (DOCUMENTARY)

2014 - 2015

- Screened at Yale University theaters. Directed and filmed a documentary about the Yale brand, exploring the creation of the Yale typeface and Yale brand design. The documentary features famous graphic designers including Michael Bierut (Partner of Pentagram), Robert A.M. Stern, Chris Pullman (Former VP of Design for WGBH), and Matthew Carter (creator of the Yale typeface, Helvetica Compressed, Verdana, Georgia & Tahoma), the Yale Printing Press, and other senior leaders at the university.

### OTHER PROJECTS

- Other projects can be found on [michellelychan.com](http://michellelychan.com).
- Packaging, Website Design, App design, Kickstarter projects

## SPEAKING ENGAGEMENTS

### GOOGLE WOMEN TECHMAKERS — INTERNATIONAL WOMEN'S DAY

Apr 2019

- Panel discussion in Hong Kong Chapter

### HONG KONG UX DESIGN MEETUP

Feb 2019

- Talk: Design in Organizations

### INTERACTION DESIGN FOUNDATION — HONG KONG

Oct 2019

- Panel discussion: Knowledge Systems

### VARIOUS ACCELERATORS

2018 - 2019

- Mentoring startups and giving talks, such as Product & the Growth Model

Other engagements include talks for Harvard University, the University of Hong Kong, tech events & startup weekends.

## SKILLS

Python, SQL, Javascript, Haskell, C++, HTML/CSS, Sketch, Proto.io, Photoshop, Illustrator, InDesign, AfterEffects, Final Cut Pro, Invision

## INTERESTS

A Cappella, Photography, Orienteering

## LANGUAGE

Fluent English & Chinese; Intermediate Japanese