MICHELLE LOK-YEE CHAN

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EXPERIENCE

PRODUCT GROWTH | SCMP (ALIBABA-OWNED MEDIA COMPANY)   2019 - Present
- Leading the first Growth team at South China Morning Post (a 1000+ person corporation) and established the first A/B testing and growth experimentation process in collaboration with data, product, marketing, and strategy departments that resulted in 10x+ in newsletter signup conversion, 20%+ in sharing rate, 25%+ in commenting rate and more.
- Secured buy-ins to bring fundamental shifts in product-mindsets within the company, including looking at retention cohorts, financing product analytics tools, interviewing users, & conducting user-testing prior to developing strategies and products.
- Launched automation & NLP tools (that also won our company hackathon) to facilitate editors in increasing social & SEO traffic.

FOUNDER & CEO | WEAVA (ACQUIRED)   2016 - 2019
- Raised 500K USD from angels in NYC, SF, Hong Kong, Australia & government funds. Research tool for students to highlight, organize & create research documents all in one place.
- Featured #1 Product of the Day on Product Hunt, Lifehacker, Austrian TechLife magazine, and universities such as Harvard & HKU.
- Scaled and monetized the product to 300k+ registered users from 200+ educational institutions in 50+ countries, with thousands of happy paying customers, including schools, classrooms, and individuals.
- Sold company in 2019 to transition product to a sustainable business targeting law schools and tertiary institutions.

UX DESIGN | AMAZON (SEATTLE - CORE DESIGN TEAM)   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 tripled (+ >300%) click-through rate.

PRODUCT DESIGN INTERN | 9GAG   2015
- Designed projects and conducted UX research for 9GAG's webpage, mobile app onboarding, and App store conversion.

TRUE VENTURES FELLOW | TRUE VENTURES (SAN FRANCISCO)   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 (SAN FRANCISCO)   2015
- Revamped & developed Runscope's support page and internal dashboard through UI research, design & coding.

A16Z GENERATION DESIGN FELLOWSHIP PROGRAM MENTEE | ANDREESSEN HOROWITZ   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   2014 - 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   2014 - 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   2014 - 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.

STAFF PHOTOGRAPHER AND PUBLICATION & DESIGN ASSISTANT | YALE DAILY NEWS   2014 - 2015
- Photographed events, portraits & sports tournaments and designed layouts & infographics for Yale Daily News.

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)

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

INTERESTS
A Cappella, Photography, Orienteering

LANGUAGE
Fluent English & Chinese; Advanced Japanese