MICHELLE LOK-YEE CHAN

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EDUCATION

THE UNIVERSITY OF HONG KONG (GPA: 4.02)   2012 - Present
Double Major: Computer Science and International Business

YALE UNIVERSITY (GPA: 3.93)   2014 - 2015
Programming and Entrepreneurship, Graphic Design, Photography, Documentary Filmmaking

EXPERIENCE

PRODUCT DESIGN INTERN | 9GAG   Oct 2015 - Present
- Contributed to the UI/UX research, prototyping, usability testing, and UI design of 9GAG's products.
- Led design projects for 9GAG's webpages, mobile app onboarding, and App Store Optimization to increase conversion rates.

TRUE VENTURES FELLOW | TRUE VENTURES (SAN FRANCISCO)   June 2014 - Aug 2015
- Selected as 1 of the 15 fellows to participate in a summer fellowship by True Ventures, an early-stage VC with over $800 million under management and interned at one of True Ventures' portfolio companies, Runscope.

PRODUCT DESIGN INTERN | RUNSCOPE (SAN FRANCISCO)   June 2014 - Aug 2015
- Revamped the design of Runscope's support page and internal dashboard through UI research, prototyping, and coding.
- Increased Call-to-Action by 40% (no. of registered users) on Runscope's community page (Hurl.it) after UI testing & redesign.

STAFF REPORTER & DESIGNER | YALE ENTREPRENEUR MAGAZINE   June 2014 - Aug 2015
- Managed the layout-design, marketing collaterals, photography & publishing of Yale's only entrepreneurship-related magazine.
- Interviewed startup founders and published articles about entrepreneurship-related events at Yale.

DESIGN ASSISTANT | YALE SCHOOL OF MANAGEMENT PROGRAM IN ENTREPRENEURSHIP   Jan 2015 - June 2015
- Conducted design consultancy work 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   June 2014 - Aug 2015
- Photographed events, portraits, and sports tournaments and designed layouts and infographics for Yale Daily News.

FRONT-END WEB DEVELOPER | SUBLITE   Oct 2014 - May 2015
- Prototyped and designed the user-interface of a student-to-student online internship and housing-search platform backed by Yale and Wharton's entrepreneurship funds, with over 8500 users from 500 universities.
- Wrote and designed re-engagement and marketing emails sent to over 100,000 students and companies.

PUBLIC RELATIONS INTERN | HONG KONG ECONOMIC & TRADE OFFICE (SHANGHAI)   July 2014 - Aug 2014
- Coordinated with Hong Kong Government officials and representatives of companies from the banking, manufacturing, and social sector to plan and organize Hong Kong Government public relations events in Shanghai.

MARKETING INTERN | LAUNCHPILOTS (HONG KONG START-UP)   July 2013 - May 2014
- Initiated to the CEO and executed the Entrepreneurship Apprentice Program for university students, with over 150 applications.
- Increased social media organic reach of the company by 160% in 3 months through marketing campaigns.

DESIGNER | THE ESCAPE (HONG KONG START-UP)   July 2013 - Sept 2013
- Reconstructed the corporate brand image for The Escape (a room-escape start-up company), and revamped the company's designs for its website, marketing collateral, publication documents, and presentation slides.

SKILLS
HTML5, CSS3, Javascript (JQuery, Angular),
Sketch, Photoshop, Illustrator, InDesign,
Lightroom, Final Cut Pro, C++

INTERESTS
A Cappella, Photography,
Orienteering

LANGUAGE
Fluent Chinese
Advanced Japanese
Native Cantonese