

MICHELLE LOK-YEE CHAN

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Canadian citizen

EXPERIENCE

SENIOR PRODUCT MANAGER | KARA SMART FITNESS (INTERACTIVE GAMES & MEDIA)

October 2020 - 2021

- Managed end-to-end product delivery of Kara Smart Fitness - fitness games and workouts on mirror & mobile (owned by OliveX & Animoca Brands that owned The Sandbox, Roblox's competitor). Featured on Apple store homepage.
- 3x user acquisition by creating a fitness game series that measures user's performance with computer vision and recommends workout classes. Brought deals & sales partnerships with HK Decathlon and HK's largest broadband network HKBN.
- Improved user engagement by 40% by optimizing fitness content formats, creating personalized fitness plans, & interactive feedback.

PRODUCT LEAD, GROWTH & PERSONALIZATION | SCMP (ALIBABA - OWNED MEDIA COMPANY)

April 2019 - Nov 2020

- Led the 1st Product Growth team at Alibaba-owned media company 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 — contributing to 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.

HEAD OF PRODUCT & CEO | WEAVA (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 INTERN | 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 scalable solution to display shopping categories that 3x click-through rate and improved downstream impact.

UX ENGINEERING INTERN | 9GAG

May - Sept 2016

- Built 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 ENGINEER 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 ENGINEER | 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 & ENGINEERING | YALE SCHOOL OF MANAGEMENT PROGRAM IN ENTREPRENEURSHIP

Oct 2014 - Jul 2015

- Worked as a design consultant & web developer 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](#).

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](#).
- Packaging, Website Design, App design, Kickstarter projects

SPEAKING ENGAGEMENTS & COURSES

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.

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

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

SKILLS

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

INTERESTS

A Cappella, Photography, Orienteering

LANGUAGE

Fluent English & Chinese; Intermediate Japanese