MICHELLE LOK-YEE CHAN

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EXPERIENCE

PRODUCT GROWTH | SCMP (ALIBABA-OWNED MEDIA COMPANY)   May 2019 - Present

- 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. Secured resources to increase team size from 2 to 5.
- Increased a 10+ year newsletter subscription base by 50% in 8 months; ran experiments that 20%+ in commenting, 30%+ in social sharing, and other improvements in user acquisition, retention & engagement, content recommendation & monetization.
- Awarded 170k USD in Google News Innovation Challenge by initiating, pitching, and leading a cross-departmental personal- ization 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 (after winning our company hackathon) to assist the newsroom in increasing social & SEO traffic, including an NLP model that turns articles into keywords with SEO traffic data attached to identify articles & topics for search and an automation tool that sends alerts to digital editorial team to notify team of viral articles that can be posted on FB.
- Secured buy-ins to bring fundamental 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 | WEAVA (ACQUIRED)   Oct 2016 - May 2019

- Built company from scratch to exit (currently an advisor), with funding from General Catalyst's Rough Draft Ventures, First Round Capital's Dorm Room Fund, and angels in NYC, SF, Hong Kong, Australia & government funds. Research tool for students to high- light & organize 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 500k+ registered users from 200+ educational institutions in 50+ countries, with thou- sands of happy paying customers, including schools, classrooms, and individuals.

UX DESIGN | AMAZON (SEATTLE - CORE DESIGN TEAM)   June - 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   Sept - Dec 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)   June - 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 & coding.
    - Increased Sign-up CTA by 40% on Runscope's community page (Hurl.it) after UI testing & redesign.

A16Z GENERATION DESIGN FELLOWSHIP PROGRAM MENTEE | A16Z   March - June 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   Jan - June 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   Oct 2014 - July 2015

- Photographed events, portraits & sports tournaments and designed layouts & infographics for Yale Daily News.

RECOGNITION & AWARDS

GOOGLE NEWS INNOVATION CHALLENGE (170K USD) March 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. 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 2014 - 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)
- 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

GOOGLE WOMEN TECHMAKERS — INTERNATIONAL WOMEN'S DAY April 2019
- Panel discussion

HONG KONG UX DESIGN MEETUP Feb 2019
- Talk: Design of Organizations

INTERACTION DESIGN FOUNDATION — HONG KONG Oct 2019
- Panel discussion: Knowledge Systems

Other engagements include talks for Harvard University, the University of Hong Kong, accelerators & 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
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, Invision

INTERESTS
A Cappella, Photography, Orienteering

LANGUAGE
Fluent English & Chinese; Intermediate Japanese