

MICHELLE LOK-YEE CHAN

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EXPERIENCE

FOUNDER | ISLAND CASTLE LABS (XR, ML)

August 2022 - Present

- XR Consultancy Lab helping clients with XR, ML, and UX research. Clients include Guru AI, a pose-estimation B2B API company.
- Created Product in XR online Slack community with startup founders, product, researchers, engineers and designers to share insights
- Designed human body tracking demos for XR, AR, VR clients using Javascript, WebGL, Unity for B2B sales and growth. Fine-tuned human pose estimation models with PoseNet PyTorch, PoseLSTM with fine-tuned 2D pose annotations on images from video. Our model is used by companies in XR, gaming, youth sports, metaverse, video streaming, and more.

COURSE INSTRUCTOR, DATA ANALYTICS IN PRODUCT MANAGEMENT - CSPM1010 | YORK UNIVERSITY

Nov 2022 - Present

- Designed the Course Content, Live Sessions, Assignments, and Grading criteria for a Data Analysis course as part of York University's [Certificate in Product Management](#) Certification Program. Course Instructor for the course.

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

October 2020 - 2022

- 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.
- Build a model for Unity using PoseNet, PoseLSTM to conduct pose estimation for our fitness CV-based workout game series that provides users with a pose score and pose feedback and recommends workout classes. 3x user acquisition through the game through demo-ing with HK Decathlon and HK's largest broadband network HKBN that brought dealerships.
- Improved user engagement by 40% by optimizing fitness content formats, creating personalized fitness plans, & interactive feedback.

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

May 2019 - Oct 2020

- Built the growth experimentation process including A/B testing, user segmentation, and [growth strategy](#) with editorial, data, engineering & marketing teams. Ran experiments that increased a 10+ year newsletter subscription base by 50% in 8 months; 30%+ in social sharing, and improvements in user acquisition, retention & monetization contributing to growth in MAU by 80%.
- Awarded 170k USD in [Google News Innovation Challenge](#) by initiating and building a cross-departmental personalization project by clustering users based on their demographic and behavioral data into personas to improve user retention (Python, sklearn, pandas, matplotlib) based on their preferences in content (topic), format (long vs short form), media (video, infographics, text).
- Launched [automation & NLP tools](#) (hackathon 1st place) to help editors increase social & SEO traffic (Python nltk, TF-IDF, bag-of-words)

HEAD OF PRODUCT & CEO | WEAVA (ACQUIRED)

Oct 2016 - May 2019

- Built company from scratch to [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.
- Built the product with JavaScript frameworks (React.js, Node.js, Angular.js - Web, Mobile, Desktop & Back-end) using Redux reducers as the shared logic layer with Google Cloud Platform (GCP) and AWS. Built usage dashboards to analyze user behavior (SQL, d3.js)
- Built a model using LSTM with word2vec to learn the semantics of highlighted text to score students' highlights based on its relevance and importance. Conducted content analysis and clustering with pandas, Word2Vec, Doc2Vec.

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.

FRONT-END ENGINEERING INTERN | 9GAG

May - Sept 2016

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

FRONT-END ENGINEER INTERN | RUNSCOPE (SAN FRANCISCO)

- 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.

DESIGN CONSULTANT | 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, Photoshop, Illustrator, InDesign, AfterEffects, Final Cut Pro, Invision

INTERESTS

A Cappella, Photography, Orienteering

LANGUAGE

Fluent English & Chinese; Intermediate Japanese