

# MICHELLE LOK-YEE CHAN

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## EDUCATION

**YALE UNIVERSITY (GPA: 3.93)**

2014 - 2015

Computer Science and Graphic Design

**THE UNIVERSITY OF HONG KONG (GPA: 4.02)**

2012 - Present

Double Major: Computer Science and International Business

## EXPERIENCE

**A16Z GENERATION DESIGN FELLOWSHIP PROGRAM MENTEE | ANDREESSEN HOROWITZ**

Jan 2016 - Present

- Selected as 1 of the 25 design students to be part of a competitive mentorship program that connects students with designers from leading tech start-ups within the a16z portfolio.

**PRODUCT DESIGN INTERN | 9GAG**

Oct 2015 - Dec 2015

- 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.

**UI/UX INTERN | RUNSCOPE (SAN FRANCISCO)**

June 2014 - Aug 2015

- Revamped 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.

**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.

**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.

**STAFF REPORTER & DESIGNER | YALE ENTREPRENEUR MAGAZINE**

Oct 2014 - May 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 CONSULTANT | 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**

Oct 2014 - May 2015

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

**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

- Revamped the company's designs for its website, marketing collateral, publication documents, and presentation slides.

## SKILLS

HTML5, CSS3, Javascript (jQuery, Angular, d3), C++,  
Python, Swift, Sketch, Photoshop, Illustrator,  
InDesign, Lightroom, AfterEffects, Final Cut Pro

## INTERESTS

A Cappella, Photography,  
Orienteering

## LANGUAGE

Fluent Chinese  
Advanced Japanese  
Native Cantonese