

# 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.

### 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.

### 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.

### 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