

MICHELLE LOK-YEE CHAN

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EDUCATION

THE UNIVERSITY OF HONG KONG (GPA: 3.93) 2012 - Present
Double Major: Computer Science and International Business

YALE UNIVERSITY (GPA: 3.87) 2014 - 2015
Computer Science and Graphic Design

EXPERIENCE

UX DESIGN INTERN | AMAZON (SEATTLE - CORE DESIGN TEAM) June 2016 - Sept 2015

- Designed and prototyped new card concepts for Amazon's mobile shopping app homepage
- Developed a scalable solution for showing shopping categories on Amazon that quadrupled (+ >300%) the click-through rate.

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.

A16Z GENERATION DESIGN FELLOWSHIP PROGRAM MENTEE | ANDREESSEN HOROWITZ Jan 2016

- 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.

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.

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