

SiNing Y. Chan

www.siningychan.com

Experienced, customer-focused Content Strategist and Instructional Designer with a background in Product Education and Marketing and a passion for designing and delivering engaging learning experiences.

EXPERIENCE

Sr. Instructional Designer, Evernote Corp — *Redwood City, CA*

SEP 2017 - SEP 2018

- Led a global, cross-functional effort to develop customer learning solutions and drive the vision for a cohesive and consistent strategy, curriculum, and processes for Evernote Education. Produced training webinars, video tutorials, and hosted FB Live and 'live' onsite Community events.
- Ran a 2-week A/B experiment to test the effectiveness of short, in-app videos which resulted in a 14% reduction in deflection rates—only 2% users with video option engaged in chats with 'live' agents, compared with the 16% of users without that option.
- Partnered with Product UX/Growth and Customer Support teams to create consistent messaging and onboarding strategies across customer onboarding flows (i.e. Evernote Business 'Spaces' feature launch)

Sr. Product Marketing Writer, Evernote Corp — *Redwood City, CA*

MAY 2016 - AUG 2017

- Main copywriter responsible for crafting copy for all blogs, emails, YouTube scripts/videos, social posts, and landing pages to support >10 annual product and partner marketing campaigns.
- Created style guides and templates to streamline content development/review/approval processes.

Sr. Technical Writer, Evernote Corp — *Redwood City, CA*

SEP 2013 - MAY 2016

- Produced SEO-optimized content and assets for Help Center, including product guides, Help articles, and video tutorials. Worked with Product teams to craft UX copy and name UI elements. Conducted customer interviews to evaluate a new approach to product onboarding guides.
- Formed a team of Community, Forums, and Support leads to gather, report on, and triage customer needs in order to optimize deflection rates. Conducted customer interviews to evaluate a new approach to product onboarding guides. Developed and delivered onboarding and training to Support agents.
- Led two, large scale design projects, both requiring full content audits: (1) Redesign of Help Center structure and flows based on customer surveys (2) Migration of knowledgebase to a new ZenDesk site, with in-app redirects, localized content for global audiences, and post-migration testing.

Sr. Editor and Designer, Wordsmithie (Google Studio) — *San Jose, CA*

JUL 2013 - MAR 2015

- Copyedited technical papers and email marketing content for various internal Google teams, including Google Cloud Platform, Chromebooks for Google in Education, and AdWords. Crafted SERP snippets.
- Designed and produced technical illustrations for client pitch decks, case studies, and company assets.

Program Manager, Google Cloud Platform, Google (contracted through Adecco) — *Mountain View, CA*

AUG 2012 – JUN 2013

- Partnered with Marketing, Legal, and Engineering teams to create a systematic review process and negotiate turnaround times for publishing technical white papers and sample apps.
- Produced training resources, technical drawings, and presentations (i.e. Google I/O 2013).

Operations Manager, St. George's Holborn Church — *London, UK*

APR 2009 – NOV 2011

- Managed, produced, and delivered all internal communications. Created templates, style guides, and new processes.
- Managed all operational aspects of the organization, including accounts payable/receivable, annual audits, program management, and people operations.
- Established office policies and procedures, including those related to recruiting, vendor sourcing, IT support, and the production of internal communications and publicity.

E-Learning Designer, Moorfields Eye Hospital (NHS) — *London, UK*

NOV 2008 – MAY 2009

- Produced a functional, interactive prototype for consulting Ophthalmologic surgeons at Moorfields Eye Hospital to provide cataract patients a way to make informed consents before undergoing cataract treatment. Effectiveness of the app evaluated in clinical trials and incorporated into user research studies.

Head of Product Marketing and Communications, La Bisque — *Palo Alto, CA*

APR 2004 – DEC 2007

- Co-founded and operated all aspects of a local, arts and ceramics events, business. Directed marketing and pricing strategies, crafted all customer-facing communications, and built an online storefront that generated an estimated 95% of our sales leads. Developed ongoing partnerships with local organizations to expand product offerings and increase sales.

Technical Trainer/Instructional Designer, Edify Corporation (now convergys.com) — *Santa Clara, CA*

APR 1996 – SEP 1999

- Led a company-wide effort to re-design all training courses, including guide, slides, and visual assets. Taught week-long customer courses for beginning and advanced application developers and system admins of web and telephony services, both onsite and at customer sites in the US and in London. Proposed and developed a brand-new course aimed to meet the needs of a new target audience.

Education

M.A. in Education in Instructional Technology, San Jose State University, San Jose, CA

B.A. in Christian Education (Concentration in Youth Ministry), Biola University, La Mirada, CA

Additional Skills & Experience

Fluency in Adobe CC suite, iMovie, and Camtasia; and project management tools like JIRA and G Suite. Familiarity with HTML, PHP, CSS, Javascript, ZenDesk, and WordPress. Completed Agile training. Certified as an Evernote Business Consultant in 2014. Fluency in basic Mandarin/Cantonese Chinese.