SiNing Y. Chan

www.siningychan.com

I'm a seasoned program manager and learning designer, with extensive experience in talent enablement, product marketing, and leading large-scale initiatives at global companies to enable and equip teams.

EXPERIENCE

Solutions Architect, Coda — *Mountain View, CA*

OCT 2020 - JAN 2023

- Partnered with senior leaders, execs, and thought leaders in the tech industry to build tools, playbooks, and templates designed to optimize people's productivity and effectiveness.
- Conducted user studies, and designed templates based on findings to increase product engagement, signups, and retention rates. New 'Meet Coda' design increased engagement in A/B study by ~30%, when compared to the control.

Learning Program Manager, **Global Talent Acquisition Ops**, Uber Technologies — *San Francisco, CA*

APR 2019 - MAY 2020

- Partnered with HRBP and senior leaders as a trusted advisor to consult on learning programs aligned to priority business initiatives & employee and manager performance goals.
- Introduced a new framework for designing and launching interactive, Zoom-only learning experiences to equip a global team with >550 employees. Within 7 months, launched 3 brand-new learner experiences, >38 1-hr sessions, with positive feedback from 89% of the learners.
- Built and cross-trained ~50 managers & leads in the org as L&D practitioners and leaders.

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

SEP 2017 - SEP 2018

- Led a global, cross-functional effort to launch customer onboarding & learning solutions; Introduced 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 with promising deflection results—only 2% of users who saw the video option engaged in chats with 'live' agents.
- 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 & Technical Writer, Evernote Corp — *Redwood City, CA*

MAY 2016 - AUG 2017

- Led content strategy/messaging 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.

SEP 2013 - MAY 2016

- Developed SEO-optimized content and assets for Help Center, including product guides, Help articles, and video tutorials. Worked closely with Product teams to craft clear UX copy and name UI elements.
- Led a team of Support leads to optimize deflection rates. Onboarded new agents. Led two, large-scale re-design and content audit projects: (1) Redesign of Help Center (2) Migration to new ZenDesk KB.

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

JUL 2013 - MAR 2015

- Edited technical whitepapers and email marketing content for 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

- Owned all aspects of the technical white paper publication process, including timelines, templates, coaching, copyediting, review/approval processes, vendor management, and publishing.
- Partnered with Marketing, Legal, and Engineering teams to create a systematic approval process and negotiate turnaround times with other teams when 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

- Oversaw the work and performance of the staff, and all operational aspects and policies of the organization, including the production and dissemination of all internal communications. Created templates, style guides, and new processes to optimize efficiency across all aspects of the organization.

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

NOV 2008 – MAY 2009

- Produced a functional prototype for a tablet app so consulting Ophthalmologic surgeons at Moorfields Eye Hospital could provide cataract patients a way to make informed consents before undergoing cataract treatment.

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

APR 2004 – DEC 2007

- Co-founded and operated all aspects of an art and ceramic 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.

EDUCATION

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

B.A. in Christian Education, Biola University, La Mirada, CA

Additional Skills & Experience

Fluency in Adobe CC suite, Figma, Camtasia; JIRA, Confluence, and Google Workspace. Familiarity with Articulate, Captivate, Airbase, Workday, ZenDesk, WordPress, and LMS. Completed Agile training.