

# SiNing Y. Chan

[www.siningychan.com](http://www.siningychan.com)

I'm a seasoned learning designer and program manager, with extensive experience in talent enablement, product marketing, and customer support at global enterprises and late-stage, tech startups.

## EXPERIENCE

**Sr Training Business Partner**, Airbnb (contracted through Magnit) — *San Francisco, CA*

AUG 2023 - Present

- Senior learning specialist and consultant in the Global Customer Support organization focused on cross-functional projects related to agent performance improvement, peer coaching & mentorship, and systems optimizations.

**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 all people, operational, and communication aspects of the organization. Developed templates, style guides, and new processes to optimize efficiency.

**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.