Ying Ting CHAN (Prima)

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EDUCATION

INSEAD | Master in Management Class of 2027 — **France / Singapore**
- Recipient of INSEAD Scholarship. — **August 2025 – January 2027**

Warwick Business School | BSc (Hons) Management with Finance — **United Kingdom**
- Graduated with First Class Honours, achieving 2nd highest degree score (81.6%) in the cohort. — **September 2021 – July 2025**
- Awarded a university entrance scholarship by the HKSAR Government.

PROFESSIONAL EXPERIENCE

General Learning Asia Limited (YC F24) — **Hong Kong**
Product Manager — **June 2026 – Present**
- B2C and B2B EdTech startup with US$3.2M in seed funding, serving 1M+ users across three exam-preparation platforms.
- Translated student feedback into requirements and acceptance criteria for a diagram-led learning feature linking ~200 diagrams across 158 topics to study resources; partnered with engineering and design to deliver an internal alpha.
- Prioritised the content improvement backlog in Notion using topic popularity and student feedback, focusing on diagram clarity and labelling to address comprehension gaps.
- Defined an interactive-learning initiative and prototyped story-based Economics diagram practice with automatic line smoothing and rules-based marking; secured backing for design and engineering development.
- Built agentic content-production and feedback-triage workflows with human review; delivered ~200 chapters covering full Economics and Geography syllabi, with key guides rated 4+/5 and published guides recording 4,400+ reading hours in 30 days.

University of Warwick — **United Kingdom**
Research Analyst, Undergraduate Research Support Scheme — **March 2025 – October 2025**
- Proposed and secured £1,500 funding for an original study aligning K-means and Fuzzy C-means clustering with transactional and subscription business models, adapting RFM metrics and evaluating behavioural segmentation performance.
- Reviewed and synthesised insights from 65+ academic and industry sources to inform research direction and applied the cross-industry standard process for data mining (CRISP-DM) to structure the study's methodology and ensure business relevance.
- Implemented and evaluated models in Python, analysing e-commerce and SaaS datasets using Silhouette Score and Fuzzy Partition Coefficient, and developing a decision framework to guide clustering selection and customer segmentation strategy.

Covestro — **Hong Kong**
Placement Intern, Customer Excellence and Digital Solutions — **September 2023 – August 2024**
- Interviewed 15+ users across six APAC markets to map current workflows and pain points for five new and three existing robotic process automation (RPA) solutions; documented requirements in PRDs and process flows that guided builds and iterations.
- Developed five RPA solutions, including a Power Automate-UiPath workflow that extracted data from incoming emails and entered it into SAP C4C; ran alpha, beta and user acceptance testing, saving 2,300+ manual hours annually.
- Built a Tableau dashboard with eight visualisations for 30+ internal users to track customer usage of e-commerce platform features, integrating insights from four stakeholder interviews to prioritise features and optimise design.
- Delivered 57 KPI analysis reports uncovering opportunities within an e-commerce platform initiative to refine standard and premium service offerings, driving enhanced digital engagement across seven business units.

Jardine Matheson — **Hong Kong**
Summer Intern, Learning & Development – Group Human Resources — **June 2023 – August 2023**
- Facilitated and moderated two focus groups with 30+ front-line engineers, synthesising insights into three key experience gaps to inform initiatives improving employee satisfaction.
- Implemented Net Promoter Score survey research with 500+ APAC employees across nine learning and development sessions, analysing satisfaction and feedback to improve design of future sessions.
- Conducted due diligence on five partner NGOs for CSR initiatives, evaluating alignment with three core CSR themes and employee interests, resulting in a 52% year-over-year increase in participation rate among 150+ colleagues.

LEADERSHIP EXPERIENCE

Juvenate Consulting — **Hong Kong SAR**
Pro-bono consultancy serving charities, social enterprises, and NGOs — **July 2022 – December 2024**

Managing Director
- Led a team of five to redesign operational models for project delivery and student consultant recruitment, increasing annual volunteering hours by 72% through restructured project engagement.
- Devised a sales strategy by creating a business development playbook and mapping a sales funnel to streamline client acquisition and track performance, resulting in a 68% annual increase in project contracts secured.

ADDITIONAL INFORMATION

Work Authorisation: Hong Kong SAR (Permanent resident)
Languages: Cantonese (Native), English (Fluent), Mandarin (Fluent), Korean (Basic), Thai (Basic)
Technical Skills:
- Productivity, Automation and Agile Tools: Microsoft 365, UiPath, Power Automate, Jira, Confluence, Notion, Excel VBA.
- Analytics: Python (pandas, matplotlib, NumPy, seaborn, scikit-learn, scikit-fuzzy), IBM SPSS, Tableau, PostgreSQL.
- Design: Canva, Figma.
- AI-native workflows: Claude (Cowork, Skills, Artifacts, Claude Code), ChatGPT (Codex).

Interests: Built and scaled a film photography platform with 5K+ followers, focusing on cultural storytelling and community growth.