

# MICHELLE ANN LIM

Service & Experience Design Strategist  
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## Interests

**Experience Design** – user research, co-creation, immersive experience design, creating business & human value

**Systems Thinking** – ecosystem & contextual thinking, global mindset, interdisciplinary collaboration

**Community Building** – hosting conversations, leading group activities (icebreakers, energizers & improv games)

**Personal & Team Development** – mindfulness, coaching, education 2.0, facilitating collective intelligence

## Professional Experience

### **Workshop Facilitator (Intern), Stendhal's**

*Gothenburg, Sweden | Fall 2014*

Guided a creative agency to develop its mission, vision & values & co-created strategy for employee engagement

### **Creative Facilitator, WAVE by BNP Paribas**

*Paris, France | Fall 2014*

Facilitated an inter-disciplinary team to design an awareness campaign for inter-uterine growth restriction

### **Marketing Manager, Chegg.com**

*San Francisco, U.S.A. | 2012-2014*

Developed user acquisition & engagement strategies that drove 60%+ in revenue growth by collaborating with customer insights, product, engineering & brand partnership teams

Managed two strategic partnerships that delivered 40% growth in renewal contract value

### **Senior Business Analyst, Sears.com**

*Chicago, U.S.A. | 2009-2011*

Developed three-year growth strategy to increase online apparel sales by 300% through new business models, assortment expansion & customer retention programs

Led cross-functional team to grow online sales by US\$5M through design, pricing & merchandising improvements

Produced materials for monthly presidents' meetings & annual business planning exercises

## Proficiencies

Web analytics, Arduino, MySQL, HTML/CSS, Keynote, prototyping, creative facilitation & group development

## Education

### **Interactive Art Direction, Hyper Island**

*Stockholm, Sweden | 2014 - present*

Project-based program on brand strategy, user experience, service design, creative technology & team development

### **Social Studies A.B., Harvard University**

*Cambridge, U.S.A. | 2009*

Received magna cum laude for thesis on female entrepreneurship in Argentina; project work in China

## Community Leadership

### **Ambassador Emeritus, Sandbox.is**

*San Francisco, U.S.A. | 2013-present*

Hosted gatherings & retreats to deepen relationships within a global community of young change makers

### **Culture Captain, Hus24 & Campus**

*Stockholm, Sweden & San Francisco, U.S.A. | 2014*

Strengthened house culture within two co-living communities of young entrepreneurs

### **Good Local Leader, Good.is**

*San Francisco, U.S.A. | 2013*

Produced themed events & gatherings to engage local residents around opportunities to improve San Francisco

### **Business Lead, Project Breaker**

*New York, U.S.A. | 2011-2012*

Developed business plan, program budget & grant proposals for a social innovation pre-incubator program

### **Co-Producer, Learnapalooza**

*Chicago, U.S.A. | 2009-2010*

Produced new skill-sharing festival with 300+ attendees

### **In-Country Lead, Pratikara.org**

*New Delhi, India | 2009*

Developed online crowd-funding platform to provide medical services for low-income residents in New Delhi

## Projects

Fundraising Concept, World Wild Fund for Nature (*Sweden*)

Content Marketing Concept, Furuviiksparken (*Sweden*)

Brand Redesign Concept, Visual Pleaser (*Sweden*)

User Experience Concept, Bredbandsbolaget (*Sweden*)

"Love" – Participatory Art, The Passion Company (*U.S.A.*)