CHANELLE HSU YUEH

Portfolio | Tableau Portfolio | Email & Contact: chanellehsu@gmail.com | +65 87816855

FIGMA, Solutions Consultant   June 2024 - Present

- **Revenue Expansion & Multi-Product Adoption:** Led pre-sales and expansion strategies across Southeast Asia markets, driving ~$850K in ARR. Mitigated contraction risks and accelerated adoption of Figma's full product suite by tailoring solutions to customer needs.
- **Advocacy:** Represented Figma at key industry events (UXNow, Stack Conference, Beacon Conference, Figma Dev Day) in India and Singapore, shaping strategic discussions across key Southeast Asia markets.
- **Customer-Centric Engagement:** Acted as a strategic advisor for customers, guiding seamless adoption of Figma's full product suite. Synthesized customer feedback to enhance Figma's product roadmap and improve market fit.

MIXPANEL, Senior Solutions Engineer   June 2021 - June 2024

- **Strategic Account Growth**: Acquired new and grew existing customer accounts through demos, deep dives, and POCs, achieved $1.28M in ARR contribution with the highest global win rate (58%) across SMB, MM, and enterprise segments.
- **Bilingual Expertise:** SE lead across Mandarin-speaking territories (Taiwan, Hong Kong), leveraged bilingual skills to lead technical enablement, ensured customers fully utilized Mixpanel's analytics capabilities.
- **Sales Enablement & GTM Strategy:** Built a global competitive intelligence repository, supported GTM teams with technical insights to remove deal bottlenecks and strengthen product positioning.

NOVELSHIP, Product Management Intern   August 2020 - January 2021

- **Data-Driven Insights & Automation:** Developed Tableau dashboards, automated analysis and reduced manual reporting time by ~70%, enabled data-driven decisions across sales, product and marketing teams.
- **Product Adoption & Process Optimization:** Led feature rollouts like the Payout Request function across seven markets, reduced payout processing time by ~30%.

TABLEAU, Solutions Engineer Intern   February 2020 - August 2020

- **Data-Driven Customer Success:** Delivered tailored analytics solutions, simplified complex concepts to drive customer value and adoption.
- **Operational Impact:** Built dashboards that reduced lead tracking time for sales reps by ~80%, improved sales efficiency and forecasting accuracy.

Qualifications & Skills

- Bachelor of Science in Business Analytics with Minor in Psychology - Singapore University of Social Sciences
- Technical Presales, Figma, Tableau, SQL, Webflow, JavaScript, HTML, CSS
- Languages: English, Mandarin