

EXPERIENCE

Senior Product / Design Strategy Lead — United States Digital Service, DC

OCT 2017 - PRESENT

- Serving a tour of duty with USDS (usds.gov), a startup within the federal government using design and technology to deliver better government services. Detailed to the Center for Medicare and Medicaid Services (CMS) within Health and Human Services (HHS) and Refugee, Asylum, and International Operations (RAIO) within Citizenship and Immigration Services (USCIS).
- Senior Product Manager, USCIS (Aug 2018-Present) - Leading service design strategy to reduce asylum backlog and wait time for 729K asylum seekers. Launched Case Status Online and redesigned Asylum website, call scripts & paper notices to improve efficiency of phone, email, walk-in inquiry operations by 11% at ten field offices. Hiring and coaching 4 designers.
- Director of Product, CMS (May-Aug 2018) - Led 4 executives (who oversee ~20 people) on roadmap planning for a \$25M USD budget to modernize Medicare payments system that pays \$2B USD daily to support 57 million patients. Hired and onboarded team of 9.
- Senior UX Lead, CMS (Mar-Apr 2018) - Conducted market and user research for a discovery sprint to investigate the role of technology in the opioids crisis. Due to my recommendations, CMS invested \$50K to build the MVP of a Medicare claims API for drug data at point of care.
- Senior UX Lead, CMS (Jan-Feb 2018) - Conducted research to journey map the experience of startups and researchers and presented health data policy change recommendations to CMS Administrator for a discovery sprint to improve access to Medicare and Medicaid data.
- Group Product Manager, CMS (Oct 2017-Jan 2018) - Managed 6 product managers on go-to-market strategy for the Quality Payments Program (qpp.cms.gov), which saved \$100M USD in program implementation.

Product & UX Consultant — Independent, Remote AUG 2016-SEPT 2018

- Lead Product Manager & UX Designer for MyHealthEd, a nonprofit transforming teen health education with storytelling. Launched beta product of Real Talk, a mobile app co-designed with low-income rural teens, and contributed to raising \$50K funding.

Senior Product Manager & UX Designer — FiscalNote, DC AUG 2015 - OCT 2017

(Promoted from Associate PM to PM in March 2016, from PM to Senior PM in September 2017)

- Doubled product team in headcount and reduced ramp-up time for new hires by 50% by developing interviewing guides and onboarding program; report directly to COO/VP of Product.
- Grew average contract value (ACV) 293.54% and closed first 1M+ contract by leading efforts to pivot from SMB market to enterprise market. Set and executed on roadmap for launching new EU, South America, and Asia product lines. Led discovery process (lead design sprints, conduct qualitative and quantitative UX research; lead ideation and wireframing; create interactive prototypes, and test with users to validate hypotheses), leading delivery sprints with engineering and QA, and planning and executing go-to-market strategy with sales & marketing.
- Launched company's first iOS app in four months with one engineer by producing hi-fidelity prototypes, running usability testing and beta testing, and iterating based on user feedback.
- Aligned executive team (heads of product, sales, client success, and marketing) by developing user personas that guide product strategy, marketing campaign targeting, and sales strategy.

Business Development — FiscalNote, DC AUG 2014 - AUG 2015

- Contributed to company raising \$18M funding by consistently exceeding sales quotas and closing \$386,842 in new revenue (34% of company revenue at the time). Grew ACV by 76.82% by leading training for 35+ new hires on structuring pricing/contracts to maximize ACV.

UX and Market Researcher — Sinovation Ventures, Beijing SEPT 2012 - JAN 2013

- Diversified firm revenue by conducting analysis with recommendation to spin part of Dr. Kaifu Lee (former Google China CEO)'s VC firm's in-house UX team into an external UX studio.

Product Manager — Standard Chartered Bank, Shanghai JUN 2012 - AUG 2012

- Increased inbound leads by leading product development for a bilingual iPad app for SMBs.
- Cut development costs by 27% by analyzing vendor supplier data to identify excess expenses.

Corporate Strategy — Infosys, Bangalore JUL 2011 - AUG 2011

IMPACT

729K

asylum seekers who will be interviewed sooner due to 11% backlog reduction

\$100M

saved in Medicare QPP implementation

SPEAKING

Productized

Lisbon, Portugal

Code for America

Oakland, CA

Data Day (keynote)

Mexico City, Mexico

Grace Hopper

Orlando, FL

Microsoft Research

Beijing, China

SKILLS

Management:

Interviewing, Hiring

User Research:

Contextual Inquiry,

Usability Testing

Design:

Interaction (Sketch, InVision),

Visual (Adobe CS)

EDUCATION

Amherst College

BA, Economics

Tsinghua University

International Affairs

Beijing, China

International Honors Program

Urban Planning &

Anthropology

NYC, Delhi, Dakar,

Buenos Aires