

Crystal Yan

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Product management and design leader with international experience in emerging markets and a deep commitment to creating design driven company cultures. Experience using behavioral design and artificial intelligence to create meaningful user experiences for B2B and B2C products.

EXPERIENCE

Product Manager & Product Design Manager — FiscalNote, Washington, DC

MAR 2016 - PRESENT

- Head of Design reporting directly to COO/VP of Product, hiring manager responsible for interviewing, hiring, onboarding and training designers
- Set the vision and roadmap of mobile web and iOS, lead design direction of core user experience (UX) and new features, including EU, South America and Asia product offerings
- Lead the full-stack design discovery process: conduct qualitative and quantitative UX research with interviews, user testing, and usage metrics analysis; lead creative ideation and wireframing; create interactive high-fidelity prototypes, and test with users to validate hypotheses.
- Lead delivery sprints with engineering and QA; Develop UI asset and UX pattern library
- Plan and execute on go-to-market strategy with marketing, sales, and client success teams for new releases that grew average contract value (ACV) from 43.54% from 2015 Q4 to 2016 Q3.

Associate Product Manager & Associate UX Researcher/Designer —

FiscalNote, Washington, DC

AUG 2015 - MAR 2016

- Launched company's first iOS app: Produced hi-fidelity prototypes, ran usability testing, started a client beta testing program, iterated designs based on user feedback, and worked with 2 mobile engineers to launch product to a downloadable app in the App Store in four months.
- Aligned heads of product, sales, client success, and marketing on user personas that guide everything from product strategy to employee onboarding to marketing campaign targeting.
- Designed the first copywriting and UI design style guide for the frontend engineering team.

Business Development Associate — FiscalNote, Washington, DC

AUG 2014 - AUG 2015

- Third revenue hire. Interim Head of Marketing for 4 months. Advised VPs with demos to close deals and achieve product-market fit, contributing to company raising \$18 million in funding.
- Consistently hit but often exceeded monthly quotas; closed \$386,842 in new revenue with shortest sales cycles. Brought on new clients: Uber, Lyft, FireEye, Akin Gump, and Coinbase.
- Led onboarding sessions for 35+ new hires, trained reps on optimal ways to structure pricing and contract terms in order to maximize ACV and improve cash flow; ACV grew 76.82%.

User Experience Researcher—Innovation Works, Beijing, China

OCT 2012 - DEC 2013

- Led a corporate strategy project in the user experience department for China's premier early-stage investment fund for technology startups

Product Manager - Mobile, Standard Chartered Bank, Shanghai, China

AUG 2012 - SEP 2012

- Led product development & user testing for bilingual iPad app (English/Mandarin) targeting small business owners, increasing customer leads and reducing product support costs
- Analyzed vendor supplier data to identify excess expenses, cut development costs by 27%

Corporate Strategy Summer Analyst, Infosys, Bangalore, India

JUL 2011 - SEP 2011

- Conducted employer branding study, identified HR best practices for 130,000 employees
- Co-led training for Indian executives on Chinese business culture and doing business in China

SKILLS

Management:

Interviewing, Hiring,
Onboarding,
Training, Leading
Design Sprints

User Research: Data
Analysis, Contextual
Inquiry, User Testing

Design: Interaction,
UI & Visual (Sketch,
Adobe CS), Mobile,
Prototyping (InVision)

SPEAKING

ULLConf 2016

Killarney, Ireland

AIGA DotGovDesign

Washington, DC

Microsoft Research

Asia Beijing, China

EDUCATION

Amherst College

BA, Economics, 2014

Tsinghua University

International
Relations

Beijing, China, Fall
2012

International Honors Program

Urban Planning &
Anthropology

Delhi, Dakar, Buenos
Aires, Spring 2013