

# Crystal Yan

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Product management and design leader focused on transforming organizations to become more customer-centric. Experience using behavioral science and artificial intelligence to create meaningful user experiences for B2B and B2C products globally.

## EXPERIENCE

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

MAR 2016 - PRESENT

- Hiring manager reporting directly to COO/VP of Product, responsible for designing interview process, interviewing, onboarding and training new product managers and designers.
- Set the vision and roadmap of web and mobile platforms, lead direction of core user experience (UX) and new product lines, including issue management for C-suite buyer personas and EU, South America and Asia product offerings. Led product vision that landed first enterprise client with total contract value (TCV) that increased company revenue by 10%.
- 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 UX 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 development strategy & operations 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

**StarsConf 2017**

Santiago, Chile

**Grace Hopper 2017**

Orlando, FL

**Scenic City Summit**

Chattanooga, TN

**UXDC 2017**

Washington, DC

**ULLConf 2016**

Killarney, Ireland

**AIGA DotGovDesign**

Washington, DC

**Microsoft Research**

Beijing, China

## EDUCATION

**Amherst College**

BA, Economics, 2014

**Tsinghua University**

International Affairs

Beijing, Fall 2012

**International Honors**

**Program**

Urban Planning &

Anthropology

Delhi, Dakar, Buenos

Aires, Spring 2013