

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 product portfolio generating > \$8M annual recurring revenue (ARR). Develop new product lines for web and mobile, including EU, South America and Asia product offerings for C-suite buyer personas. 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 user experience (UX) research with interviews and metrics analysis; lead 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.

Freelance Designer & Product Strategy Consultant — Independent, Remote

AUG 2015 - MAR 2016

- UX Design Lead for MyHealthEd, Inc, a nonprofit transforming sex education with storytelling. Leading the UX and interaction design for an app for 13-14 year old low-income teens. Following our engagement, MHE launched their first beta and raised an additional \$50K in funding.
- Curriculum Design Consultant for the DC Mayor's Office Summer Youth Employment Program.
- Design Lead for Rise, a civil rights NGO advocating for a Sexual Assault Survivors' Bill of Rights.

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%

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

RubyConf 2017

Medellin, Colombia

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