Crystal Yan

408.899.9671 | yan.crystal.c@gmail.com

Product and Design leader focused on transforming high-impact organizations with human-centered design (HCD).

EXPERIENCE

Senior Product & UX Consultant — U.S. Digital Service, *DC* OCT 2017 - PRESENT
• Serving a tour of duty with USDS (usds.gov), a nonpartisan 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).
• Senior Product Manager (Feb 2018-Present) - Leading 4 executives (who oversee ~20 people) on roadmap planning for a $25M project to modernize a payments product that pays $2B daily.
• UX Lead (Mar-Apr 2018) - Conducted market and user research, visualized policy and technology systems for a discovery sprint to investigate the role of technology in the opioids crisis, with a focus on barriers to adoption for electronic prescription of controlled substances.
• UX Lead (Jan-Feb 2018) - Journey mapped the experience of tech startups and academic researchers and presented policy change recommendations to CMS Administrator for a discovery sprint to uncover ways to improve access to Medicare and Medicaid data.
• Group Product Manager (Nov 2017-Jan 2018) - Managed 6 PMs, coached PMs on UX success metrics and go-to-market strategy for the launch of the submissions experience of the Quality Payments Program (qpp.cms.gov), which constitutes 4% of the US's GDP.

Senior Product & UX Consultant — Independent, *Remote* AUG 2016-PRESENT
• UX Lead for MyHealthEd, a startup nonprofit transforming health education with storytelling. Contributed to raising $50K in funding and launching beta product by leading UX research and design for Real Talk, an app co-designed with 13-14 year old low-income teens in rural areas.
• Product Consultant for a fintech startup launching a high-interest consumer bank account.

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 $18 million 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.

Research Fellow — Center for Khmer Studies, *Siem Reap* JUN 2014 - AUG 2014
• Conducted ethnographic field research to assess challenges faced by education NGOs.

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
• Conducted a study on employer branding best practices to inform HR policies for 130,000+ employees across 32 offices. Co-led training for Indian executives on doing business in China.

SKILLS
Management: Interviewing, Hiring, Training, Leading Design Sprints
User Research: Data Analysis, Contextual Inquiry, User Testing
Design: Interaction, UI & Visual (Sketch, Adobe CS), Mobile, Prototyping (InVision)

SPEAKING
The Lead Developer
London, UK
O'Reilly Fluent 2018
San Jose, CA
Code for America
Oakland, CA
Data Day (keynote)
Mexico City, Mexico
StarsConf 2017
Santiago, Chile
SeleniumConf 2017
Berlin, Germany
Grace Hopper 2017
Orlando, FL
Microsoft Research
Beijing, China

AWARDS
McKinsey & Co.
NGWL 2017

EDUCATION
Amherst College
BA, Economics
Tsinghua University
International Affairs
Beijing, China
International Honors Program
Urban Planning & Anthropology
NYC, Delhi, Dakar, Buenos Aires