

Crystal Yan

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Design research and product leader focused on transforming high-impact organizations with human-centered design (HCD). Experience using behavioral science and machine learning to create meaningful experiences for B2B and B2C products globally.

EXPERIENCE

Consultant, Product & UX — United States Digital Service, *Washington, 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 to the American people.
- Experience Design Lead (Feb 2018-Present) - Visualizing policy and technology systems for a discovery sprint on the opioids crisis to uncover barriers to adoption for electronic prescription of controlled substances.
- Experience Design Lead (Jan 2018-Feb 2018) - Journey mapped the experience of health tech startups and researchers and presented policy change recommendations to CMS leadership for a discovery sprint to uncover opportunities to improve access to Medicare and Medicaid data.
- Group Product Manager (Nov 2017-Jan 2018) - Coached six product managers on UX success metrics and data-informed decision-making; led a team to launch the submissions experience and API for the Quality Payments Program (qpp.cms.gov), which constitutes 4% of the US's GDP.

Product Advisor & Leadership Coach — Independent, *Remote*

AUG 2016-PRESENT

- UX Lead for MyHealthEd, Inc, a startup nonprofit transforming sex education with storytelling. Contributed to raising \$50K in funding and launching beta product by leading the UX research and design for Real Talk, an app co-designed with 13-14 year old low-income teens in rural areas.
- Leadership Coach for a California College of the Arts MBA in Design Strategy student.
- Product Consultant for a fintech startup launching a high interest consumer bank account.
- Instructional Design Consultant for the DC Mayor's Office Summer Youth Employment Program.
- Communication Design Lead for Rise, part of team that passed Survivors' Bill of Rights Act in seven state legislatures and in Congress - passed unanimously in the U.S. Senate (89-0) & U.S. House (399-0), signed by President Obama on October 7, 2016.

Senior Product Manager & UX Designer — FiscalNote, *Washington, DC*

AUG 2015 - OCT 2017

- Contributed to landing first enterprise client with total contract value that grew company revenue by 9% by setting vision and roadmap of multimillion dollar product portfolio, and setting vision for launching new EU, South America, and Asia product lines for web and mobile.
- Doubled product team in headcount and reduced ramp-up time for new hires by 50% by developing interviewer guides and onboarding program; report directly to COO/VP of Product.
- Designed new features and product lines that grew average contract value (ACV) 43.54% from 2015 Q4 to 2016 Q3 by leading the full-stack design discovery process (lead design sprints, 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), leading delivery sprints with engineering and QA, and planning and executing on go-to-market strategy with marketing, sales, and client success teams.
- 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.
- Improved site performance and remove user interface (UI) inconsistencies and lines of legacy code by developing the first style guide, UI asset and UX pattern library.
- Promoted from Associate PM to PM in March 2016, from PM to Senior PM in September 2017.

Business Development Associate — FiscalNote, *Washington, DC*

AUG 2014 - AUG 2015

- Contributed to company raising \$18 million in funding by consistently exceeding sales quotas and closing \$386,842 in new revenue (34% of company revenue) from new clients (Uber, Lyft, FireEye, Akin Gump, Coinbase) with shortest sales cycles, and increasing inbound leads by 36% by developing content marketing and improving SEO as interim Head of Marketing.
- Grew ACV by 76.82% by leading and developing training for 35+ new hires on optimal ways to structure pricing and contract terms in order to maximize ACV and improve cash flow.

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

O'Reilly Fluent 2018

San Jose, CA

Data Day (keynote)

Mexico City, Mexico

StarsConf 2017

Santiago, Chile

PAPIs 2017

Boston, MA

SeleniumConf 2017

Berlin, Germany

Grace Hopper 2017

Orlando, FL

ULLConf 2016

Killarney, Ireland

Microsoft Research

Beijing, China

AWARDS

McKinsey & Co.

NGWL 2017

EDUCATION

Amherst College

BA, Economics, 2014

Tsinghua University

International Affairs

Beijing, 2012

International Honors Program

Urban Planning &

Anthropology

NYC, Delhi, Dakar,

Buenos Aires, 2013

