

Crystal Yan is a product leader committed to building usable and valuable user experiences and transforming company cultures to be more design driven.

EXPERIENCE

Product Design Lead and Mobile Product Manager at FiscalNote

Washington, DC, April 2016–Present

Lead Product/UX Designer leading the design direction of FiscalNote's web and mobile apps. Mobile Product Manager for FiscalNote's mobile experiences, responsible for setting the vision for and prioritizing for the product roadmap of mobile web and iOS.

Leadership:

- Hiring manager for design positions; designed the designer interview process
- Train employees through design workshops and speaker series

Discovery & Design:

- Conduct qualitative and quantitative user experience research to identify latent needs of users through product discovery and customer validation interviews, usability testing, and usage tracking
- Lead creative ideation at design sprint kickoffs
- Synthesize product ideas into wireframes using a goal-directed design framework
- Create interactive high-fidelity prototypes using Sketch/Illustrator and InVision/Marvel
- Test prototypes with users to validate product hypotheses
- Own the full stack design process from UX research to interaction design to visual design to prototyping: qualitative field research and needsfinding, journey mapping, wireframing, mockups, prototyping, quantitative metrics analysis

Delivery & Go-to-Market:

- Work closely with product managers, mobile and web app engineering leads, and VP of Engineering to develop UI asset library and interactive prototypes for iOS and web platforms
- Lead delivery sprints with a cross-functional delivery team (design, engineering, QA)
- Plan and execute on go-to-market strategy with product marketing, sales, and client success teams for new product releases

Associate Product Manager and Product Designer at FiscalNote

Washington, DC, August 2015–March 2016 (7 months)

- Second design hire reporting directly to Head of Product
- Launched FiscalNote Mobile, the first iOS app for the company: Produced hi-fi mockups and custom iconography, ran usability testing, started a client beta testing program, iterated designs based on user feedback, and worked with 2 mobile engineers to launch product from a paper sketch 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
- Wrote editorial style guide for all in-product copywriting strategy and worked with another designer to produce a product design style guide for the frontend engineering team

Business Development and Marketing Associate

Washington, DC, August 2014–July 2015 (11 months)

- Third revenue hire, advised VPs at Fortune 500 corporations on how to make data-driven decisions for mitigating political risk and on how to better manage their staff and resources
- Consistently hit but often exceeded monthly quotas; closed new business from clients including Akin Gump, Uber, and Lyft with shortest sales cycles and most creative outreach
- Led in-person and online product demos and created product positioning collateral to help bring our product to market, achieve product-market fit, and grow revenue, contributing to the company raising Series A & B rounds totaling \$18 million
- Led onboarding sessions for 35+ new hires across the company; developed consultative selling training collateral for 17+ new business development hires
- Advised executives and asked by Head of Sales to train reps on optimal ways to structure SaaS pricing and contract terms in order to maximize ACV and LTV and improve cash flow

CONTACT

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EDUCATION

Amherst College
BA Economics, 2014

Related Coursework:

Econometrics
Macroeconomics
Microeconomics
Development Economics
Game Theory
Industrial Organization
Computer Science
Industrial Design

SOFTWARE

Adobe Creative Suite
Sketch App
InVision
Marvel

SKILLS

Data Analytics
User Research
(Contextual Inquiry,
Usability Testing)
Interaction Design
UI Design
Prototyping
iOS Design
Responsive Design
Custom Iconography
Illustration

SPEAKING

AIGA DotGovDesign
Microsoft Research Asia
Ashoka U

COMMUNITY SERVICE

BUILD Entrepreneurship
Mentor