Crystal Yan

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

EXPERIENCE

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

MAR 2016 - PRESENT

• Contributed to landing first enterprise client with total contract value that grew company revenue by 9% by setting vision and roadmap of a multimillion dollar product portfolio, and 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.

Freelance Designer & Product Strategy Consultant — Independent, *Remote*

AUG 2016-PRESENT

• Curriculum Design Consultant for the DC Mayor's Office Summer Youth Employment Program.
• Cofounder for Vento, LLC, a product studio launching augmented reality (AR) apps.
• UX Design 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 design for an app designed for 13-14 year old low-income teens in rural areas.
• Lead Designer 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.

Associate Product Manager & UX Researcher/Designer — FiscalNote, *Washington, DC*

AUG 2015 - MAR 2016

• 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.

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.

Corporate Development Strategy — Sinovation Ventures, *Beijing, China*

OCT 2012 - DEC 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 - Mobile, Standard Chartered Bank, *Shanghai, China*

AUG 2012 - SEP 2012

• Increased inbound leads and reduced product support costs by leading product development & user testing for a bilingual (English/Mandarin) iPad app for small business owners.
• Cut development costs by 27% by analyzing vendor supplier data to identify excess expenses.

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

StarsConf Santiago
Midwest UX 2017 Cincinnati
SeleniumConf Berlin
Grace Hopper 2017 Orlando
RubyConf Medellin
Scenic City Summit Chattanooga
UXDC 2017 DC
ULLConf Killarney
AIGA DotGovDesign 2016 DC
Microsoft Research Asia 2012 Beijing

AWARDS

McKinsey & Co. NGWL 2017

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