

# Crystal Yan

408.899.9671 | [yan.crystal.c@gmail.com](mailto:yan.crystal.c@gmail.com)

User experience (UX) 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

### Senior Product & UX Consultant — U.S. Digital Service, *Washington, DC*

OCT 2017 - PRESENT

- Serving a tour of duty with USDS ([usds.gov](https://usds.gov)), a startup within the federal government using design and technology to deliver better government services to the American people.
- UX Lead (Feb 2018-Present) - Conducting user research for a product development team to understand how changes to a Medicare payments system will affect providers and beneficiaries.
- UX Lead (Mar-Apr 2018) - Visualized policy and technology systems for a discovery sprint to uncover barriers to adoption for electronic prescription of controlled substances and to investigate the role of technology in the opioids crisis.
- UX Lead (Jan-Feb 2018) - Journey mapped the experience of health tech startups and 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) - Coached six product managers on UX success metrics and data-informed decision-making for the launch of the submissions experience of the Quality Payments Program ([qpp.cms.gov](https://qpp.cms.gov)), which constitutes 4% of the US's GDP.

### Product Advisor & Career 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.
- Career 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; developed curriculum to teach an introduction to UX design for high school students.
- Communication Design Lead for Rise, part of team that passed Survivors' Bill of Rights Act in seven state legislatures and in Congress - unanimously in the US Senate & US House.

### Senior Product Manager & UX Designer — FiscalNote, *Washington, 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.
- Led training workshops for team: "Intro to UX Research" and "Design for Non-Designers"
- 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.
- 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.

### Business Development — FiscalNote, *Washington, 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) from new clients (Uber, Lyft, Coinbase) with shortest sales cycles. Grew ACV by 76.82% by leading and developing training for 35+ new hires on structuring pricing and contracts 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

### 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

