

Crystal Yan

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Product design and management leader with international experience in emerging markets and a deep commitment to creating design driven company cultures. Experience using behavioral design and artificial intelligence to create meaningful user experiences for B2B and B2C products.

EXPERIENCE

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

MAR 2016 - PRESENT

- Head of Design reporting directly to COO/VP of Product, hiring manager responsible for interviewing, hiring, onboarding and training designers
- Set the vision and roadmap of mobile web and iOS, lead design direction of core user experience (UX) and new features, including EU, South America and Asia product offerings
- Lead the full-stack design discovery process: conduct qualitative and quantitative UX research with interviews, user testing, and usage metrics analysis; lead creative ideation and wireframing; create interactive high-fidelity prototypes, and test with users to validate hypotheses.
- Lead delivery sprints with engineering and QA; Develop UI asset and UX pattern library
- Plan and execute on go-to-market strategy with marketing, sales, and client success teams for new releases that grew average contract value (ACV) from 43.54% from 2015 Q4 to 2016 Q3.

Freelance Designer — Crystal Yan Design

FEB 2017 - PRESENT

- UX Design Lead for MyHealthEd, Inc, a startup nonprofit using technology to prevent teen pregnancy. Leading the user experience and interaction design for a storytelling-driven mobile app for 13-14 year old teens in rural North Carolina and Texas.

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

AUG 2015 - MAR 2016

- Launched company's first iOS app: Produced hi-fidelity prototypes, ran usability testing, started a client beta testing program, iterated designs based on user feedback, and worked with 2 mobile engineers to launch product 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.
- Designed the first copywriting and UI design style guide for the frontend engineering team.

Business Development Associate — FiscalNote, *Washington, DC*

AUG 2014 - AUG 2015

- Third revenue hire. Interim Head of Marketing for 4 months. Advised VPs with demos to close deals and achieve product-market fit, contributing to company raising \$18 million in funding.
- Consistently hit but often exceeded monthly quotas; closed \$386,842 in new revenue with shortest sales cycles. Brought on new clients: Uber, Lyft, FireEye, Akin Gump, and Coinbase.
- Led onboarding sessions for 35+ new hires, trained reps on optimal ways to structure pricing and contract terms in order to maximize ACV and improve cash flow; ACV grew 76.82%.

User Experience Researcher—Innovation Works, *Beijing, China*

SEP 2012 - JAN 2013

- Led a corporate strategy project in the user experience department for China's premier early-stage investment fund for technology startups

Mobile Product Designer, Standard Chartered Bank, *Shanghai, China*

AUG 2012 - SEP 2012

- Led product development & user testing for bilingual iPad app (English/Mandarin) targeting small business owners, increasing customer leads and reducing product support costs
- Analyzed vendor supplier data to identify excess expenses, cut development costs by 27%

SKILLS

Management:

Interviewing, Hiring, Onboarding, Training, Leading Design Sprints

User Research: Data Analysis, Contextual Inquiry, User Testing

Design: Interaction, UI & Visual (Sketch, Adobe CS), Mobile, Prototyping (InVision)

SPEAKING

ULLConf 2016

Killarney, Ireland

AIGA DotGovDesign

Washington, DC

Microsoft Research

Asia Beijing, China

EDUCATION

Amherst College

BA, Economics, 2014

Tsinghua University

International

Relations

Beijing, China, Fall

2012

International Honors

Program

Urban Planning &

Anthropology

Delhi, Dakar, Buenos

Aires, Spring 2013

VOLUNTEERING

Rise

Lead Designer,

Brand & Marketing