

EXPERIENCE

Product Lead/Senior Product Manager, Passbook — Remitly, Seattle

MAY 2019 - PRESENT

- Leading the New Initiatives team to build new growth businesses that expand the financial services Remitly offers to millions of immigrant customers who transfer over \$6 billion/year.
- First product manager for Passbook (passbook.app), modern banking for immigrants. Led strategy, design and execution across a team of 22 (product, design, engineering, marketing, compliance, customer service) and external partners to launch a digital bank in 9 months. I lead the teams accountable for our activation, retention, payback, and unit economics metrics.

Policy Design Fellow, Public Interest Technology — New America

MAY 2020 - PRESENT

- Research Manager: I bring human-centered design research methods to public policy, and identify how to redesign policies to better deliver social safety net benefits to people.
- Investor/Advisor: I advise and invest a \$1.5M fund in organizations working to improve social safety net policies through technology, advocacy, and capacity building.

Entrepreneur in Residence — United States Digital Service, DC

OCT 2017 - MAY 2019

- Served a tour of duty with USDS (usds.gov), a startup within the federal government using design and technology to deliver better government services. Detailed to the Center for Medicare and Medicaid Services (CMS) and US Citizenship and Immigration Services (USCIS).
- Director of Design, USCIS (Aug 2018-May 2019) - Led strategy to reduce backlog and wait time for 729K asylum seekers. Interviewed asylees from Ethiopia, Honduras, Malaysia. Launched Case Status Online. Redesigned Asylum website, call scripts & notices to improve efficiency of phone, email, walk-in inquiry operations by 11% at field offices. Hired and trained 4 designers.
- Director of Product, CMS (May-Aug 2018) - Led 4 executives on modernizing Medicare payments system that pays \$2B USD daily for 57M patients. Hired and onboarded team of 9.
- Senior UX Lead, CMS (Mar-Apr 2018) - Conducted market and user research for a discovery sprint to investigate the role of technology in the opioids crisis. Due to my recommendations, CMS invested \$50K to build the MVP of a Medicare claims API for drug data at point of care.
- Senior UX Lead, CMS (Jan-Feb 2018) - Conducted research to journey map the experience of startups and researchers and presented health data policy change recommendations to CMS Administrator for a discovery sprint to improve access to Medicare and Medicaid data.
- Group Product Manager, CMS (Oct 2017-Jan 2018) - Managed 6 product managers on go-to-market for a payments API program (qpp.cms.gov), saving \$100M USD in implementation.

Product & UX Consultant — Independent, Remote AUG 2016-SEPT 2018

- Clients: Empower, voter turnout app for organizers; Real Talk, health education app for teens

Senior Product Manager & UX Designer — FiscalNote, 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.
- Grew average contract value (ACV) 293.54% and closed first 1M+ contract by leading efforts to pivot from SMB market to enterprise market. Set and executed on roadmap for launching new EU, South America, and Asia product lines. Led discovery process (lead design sprints, conduct UX research; lead ideation and wireframing; create interactive prototypes, and usability test), led delivery sprints with engineering and QA, and led go-to-market with sales & marketing.
- 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.

Business Development — FiscalNote, DC AUG 2014 - AUG 2015

- Contributed to raising \$18M funding by exceeding sales quotas and closing \$386,842 in new revenue (34% of company revenue at the time). Grew ACV by 76.82% by training 35+ new hires on structuring pricing/contracts to maximize ACV. Closed first tech clients: Uber, Lyft, Coinbase.

IMPACT

729K

asylum seekers who will be interviewed sooner due to 11% backlog reduction

\$100M

saved from Medicare payments API

SPEAKING

Code for America

Oakland, CA

Data Day (keynote)

Mexico City, Mexico

StarsConf

Santiago, Chile

Grace Hopper

Orlando, FL

Microsoft Research

Beijing, China

EDUCATION

Amherst College

BA, Economics

Tsinghua University

International Affairs

Beijing, China

International Honors Program

Urban Planning &

Anthropology

NYC, Delhi, Dakar,

Buenos Aires

GLOBAL EXPERIENCE

From 2011-2013, I worked in corporate strategy at Sinovation Ventures in Beijing, Standard Chartered Bank in Shanghai, and Infosys in Bangalore.