Crystal Yan

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EXPERIENCE

Principal Product Manager, Dashboard — Stripe, *Remote* JUNE 2021 - PRESENT
• Building the best financial operating system for online businesses. I lead a UI platform team to scale Stripe Dashboard to better serve founders, startups, and Fortune 500 companies alike.

Adjunct Professor, UX Design — MICA, *Baltimore/Remote* SEP 2019-PRESENT
• Teach user experience design to graduate students at Maryland Institute College of Art (MICA)

Product Lead, Passbook (passbook.app) — Remitly, *Seattle* MAY 2019 - JUNE 2021
• Customer Development, New Initiatives (Q221-present): user research & rapid prototyping to test hypotheses for launching new financial businesses (international banking, credit, lending)
• Head of Consumer Product (Q220-Q121): Lead team of 15 for Activation, Engagement & Money Movement. Launched no SSN signup, preferred name, address verification to double onboard rate. Launched digital cards, cash deposit to increase FTT7 from 5.5% to 15.5% and FTT14 from 9% to 21.7%. Lead hiring, developing, and scaling product, design, and program functions. Manage partnerships (Sunrise, Galileo, Visa) to accelerate product development.
• Senior Product Manager (Q219-Q120): Hired as product founder to lead 0 to 1 product development and build a banking business (first new product line beyond remittance business). First PM for Passbook. Led strategy, design, execution across a team of 9 and external partners to launch a digital bank for immigrants in 9 months. Named a TIME 100 best invention of 2020.

User Research Fellow, Public Interest Technology — New America, *Remote*
MAY 2020 - AUG 2020
• Developed investment thesis and policy memos for $1.5M pandemic recovery fund for social safety net policies. Built partnerships with U.S.D.R, NCoC, state and federal agencies.

Designer in Residence — United States Digital Service (usds.gov), *DC*
OCT 2017 - MAY 2019
• Served a tour of duty with USDS at the White House (usds.gov), 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 efficacy 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 to investigate role of technology in opioids crisis, prompting investment in 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.

Senior Product Manager & Designer — FiscalNote, *DC* AUG 2015 - OCT 2017
• Direct report to COO; aligned VPs of Sales, Client Success, and Marketing by developing user personas to guide product strategy, marketing campaign targeting, and sales strategy. Doubled product team and improved new hire ramp up by 50% by developing onboarding program.
• Senior Product Manager / Senior Product Designer: Grew average contract value (ACV) 293.54%. Closed first 1M+ contract by pivoting from SMB to enterprise market and launching EMEA, LAC, APAC product lines. Led product discovery & delivery with design & engineering, and go-to-market with sales & marketing to grow the company from $0 to $10M+ ARR in 3 years.
• Product Manager: Launched the company's first mobile app in four months with one engineer.

Business Development, Sales & Marketing — 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

15M

no SSN immigrants can now open a bank account on their phone

$100M

saved from Medicare payments API

$0→$10M

Led product to grow from $0 to $10M ARR in 3 years

SPEAKING

Code for America
Oakland, CA
Data Day (keynote)
Mexico City, Mexico
Grace Hopper
Orlando, FL
Microsoft Research
Beijing, China

EDUCATION

Amherst College
BA, Economics
Tsinghua University
International Affairs
Beijing, China
International Honors Program
Urban Planning
NYC, Delhi, Dakar, Buenos Aires

GLOBAL EXPERIENCE

2011-2013: Strategy at Sinovation Ventures in Beijing, Standard Chartered in Shanghai, and Infosys in Bangalore.