

## EXPERIENCE

### Product Lead, Passbook by Remitly — Remitly, *Seattle*

MAY 2019 - PRESENT

- Product Lead, Consumer Product Growth: Lead a cross-functional Engagement & Retention team of 15 to launch products that create more value for customers. Lead hiring, developing, and scaling product, design, and program manager functions. Manage strategic product partnerships to accelerate product development, for existing (Visa, Sunrise Banks, Galileo) and new partners.
- Senior Product Manager: Hired as product founder to lead 0 to 1 product development and build the banking business (first new product line beyond the core remittance business). First product manager for Passbook (passbook.app). Led strategy, design and execution across a team of 9 and external partners to launch a digital bank for immigrants in 9 months. Launched no SSN signup, preferred name, address verification postcards, digital cards, cash deposit, check deposit, Apple & Google Pay. Named one of TIME 100 best inventions of 2020.

### Fellow, Public Interest Technology — New America, *Remote*

MAY 2020 - AUG 2020

- Investor & Advisor: Developed investment thesis for a \$1.5M pandemic economic recovery fund in organizations working to improve social safety net policies through technology, design, and policy advocacy. Supported portfolio by advising on program design, accelerating hiring, and building partnerships with U.S. Digital Response, NCoC, state and federal agencies.

### 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 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 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 & Design Consultant — Independent, *SF/Remote* AUG 2016-SEPT 2018

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

### 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

### 729K

asylees interviewed sooner due to 11% backlog reduction

### \$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: Worked in strategy at Sinovation Ventures in Beijing, Standard Chartered Bank in Shanghai, and Infosys in Bangalore.

