

# FRANCES YAN

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## EDUCATION

Product Management Certification Product School | 2018  
MA & MSc Innovation Design Engineering Royal College of Art & Imperial College London | 2015  
BS Mechanical Engineering University of California, Berkeley | 2013

## WORK EXPERIENCE

**UX Researcher II**, Livongo (acquired by Teladoc Health) Mountain View, CA | Aug 2019 – present

- Lead generative to evaluative studies on new digital interventions and device improvements for managing chronic conditions, prioritizing product roadmaps in collaboration with Product, Design, Content, and Clinical. Notable results include a whole-person care offering launched in January 2021.
- Develop and update templates and best practices documents to support a growing team.
- Standardized internal processes for requesting research, recruiting, and summative usability testing to meet FDA guidance and Quality & Regulatory requirements as one of company's first UXR hires.

**Design Researcher & Strategist**, Palo Alto Research Center Palo Alto, CA | Feb 2016 – July 2019

- Defined emerging technology applications for Fortune 500 clients using human-centered insights as part of PARC's Innovation Services Group.
- Planned and executed research along all stages of product development, from opportunity discovery to crystallizing product-service requirements. Notable projects:
  - Spearheaded product design of an ocular drug delivery device for a multinational pharmaceutical company. Conducted concept and usability testing with 35 US and UK participants to inform technical development and feature requirements. Facilitated collaboration with scientists to develop a functional prototype that incorporated key user needs, resulting in high satisfaction and continued funding. Patented.
  - Principal Investigator of a Xerox Channel Partner study to identify improvement opportunities and potential barriers to adopting new sales initiatives. Interviewed corporate stakeholders; conducted field studies with 50+ SMB end customers and UK channel partners. Illustrated findings and actionable recommendations through a service blueprint and wireframes, resulting in the development of a modular dashboard to streamline workflows for sales and technical support.
- Led workshops to ideate and gather alignment with cross-functional stakeholders.
- Initiated long-term strategic design projects across hardware and software labs; successfully co-authored high value commercial and government project proposals in healthcare and IoT.
- Research mentor to 4 interns and junior designers.

## SKILLS

**research** Contextual Inquiry, Cultural Probes, Diary Study, Ethnography, Survey, Usability Testing  
**deliverables** Journey Maps, Personas, Prototypes (2D & 3D), Service Blueprints, UXR Roadmaps  
**software** usertesting.com, dScout | Adobe CC6, Invision, Figma  
**language** Bilingual in English and Mandarin