

YAN-YIN K. CHOY

yanyinchoy@gmail.com · (408) 368-4471
yanyinchoy.com · [LinkedIn](#) · Castro Valley, CA

Yan-Yin Choy (she/they) is a leader with over 17 years of experience advancing priorities across a range of issues, including civic technology, social services, healthcare, and civic leadership. Strategic, empathetic, and visionary, she guides teams to build simpler services for people who need it most.

Superpowers:

- **Strategic:** ability to chart a path forward through ambiguity, prioritizing delivering value to stakeholders
- **Visionary and collaborative:** leading cross-functional teams to deliver high-quality scalable products
- **Empathetic relationship-builder:** persistent in understanding stakeholder priorities

SKILLS

Leadership: Program management, project management, strategic planning, people management, budget management, fundraising, leadership development, risk analysis & mitigation, data-informed decision making, directing, producing, stakeholder engagement, partnerships

Communication: listening, interpersonal communication, public speaking, public relations, marketing, social media managing, grant writing, content, copy, storytelling, children's literature, Mandarin, Cantonese

Policy: advocacy, campaign strategy, policy analysis, policy writing, regulation & compliance

Design & research: user research, usability testing, human-centered design, painting, Canva, illustration

Technology: CSPO, product management, agile development, front-end software engineering, legacy modernization, enterprise systems, JavaScript, SQL, HTML, CSS, Node, React, Git, CMS, QA, prototyping

EXPERIENCE

Product Manager, Nava · Remote, HQ: Washington, D.C.

Oct 2022 - PRESENT

- Led team to deliver features that improved performance and reduced time to complete audit jobs, resulting in faster payments *by four hours* to Massachusetts Paid Family Medical Leave claimant
- Presented key findings to state agencies from across the nation on improving security and user-friendly identity management (IDM) for public benefit applications; led team to draft IDM playbook
- Conducted and synthesized interviews that clarified next steps in the claim process for the New Jersey unemployment insurance application and improved equity for vulnerable applicants
- Led team to launch an app prototype that improved the NJUI agent experience managing claims, and an API prototype that improved federal healthcare delivery in unscheduled cross-border patient care

Software Engineer, ServiceNow · Pleasanton, CA

Dec 2018 - Oct 2022

- Built, released and maintained accessible, usable, and high quality themeable web components, which enables developers to build workflow management services quickly; this helped ServiceNow business units expand value for existing customers and acquire new customers
- Drove product vision, synthesized user feedback, evangelized and contributed to an accessibility testing tool— this improved developer experience, helping them build more accessible enterprise experiences

Executive Director & Developer, Open Source San José, San José, CA

Dec 2016 - Dec 2020

- Managed and coached product teams, launching apps on tenant rights, public art, and election finance
- Organized campaign for open data policy—resulting in adoption of open data policy by SJ City Council
- Facilitated biweekly volunteer meetups and hackathons which engaged hundreds of volunteers on civic projects that empowered local communities; managed budget, secured grant, and improved onboarding
- Conducted and presented user research insights that helped the SJ Housing Department improve their user experience for tenants and landlords visiting their website

Director, New Leaders Council Silicon Valley, Bay Area**2015 - 2017**

- Designed and facilitated annual leadership institute for 40 fellows, resulting in expanded partnerships and improved educational experiences on becoming effective changemakers
- Crafted and led fundraising strategy, collaborating with the board and team to raise \$26,000
- Interviewed, wrote and published an anthology of leadership and entrepreneurship stories

Operations Manager, Silicon Valley Talent Partnership, San José, CA**Sep 2014 - Feb 2016**

- Secured public and private partnerships to support small business development and reduce food waste; organized seminars that helped 30 small business owners learn from industry experts
- Developed and executed product strategy, recruited and organized volunteers, and led product teams to innovate reporting on government program auditing; organized hackathon on public transit
- Managed staff, developed operations and policies, innovated onboarding and conducted data analysis

Executive Fellow, Governor's Office of Planning & Research, Sacramento, CA **Oct 2013 - Aug 2014**

- Coordinated interagency working group to advance open data standards and adoption in state agencies
- Conducted interviews with 50+ state agency executives, local and national leaders, and civic technologists; synthesized insights into policy recommendations to the agency executives on open data standards and governance in the state of California
- Managed 20+ interns and fellows on policy projects and managed partnerships and programs
- Synthesized research insights and drafted policy recommendations on the Open Space and Conservation Element of General Plan Guidelines; coordinated outreach workshops to tribal governments in California

Communications Director, CommUniverCity San José, San José, CA**July 2013 - Oct 2013**

- Led communications strategy, trained staff on communications, and managed marketing
- Developed PR strategy, drafted grant proposals, and wrote and edited copy for newsletter and website
- Coordinated communications and operations for a health fair to educate over 1,000 residents on Covered California and healthcare enrollment; this increased engagement with the Vietnamese community

Community Organizer, SJSU Gender Equity Center, San José, CA**June 2011 - July 2012**

- Led fundraising and marketing strategy, which raised over \$12,000 over three years for the Asian Women's Home, YWCA Rape Crisis Center, and women and girls of Haiti and Congo
- Produced, directed, and acted in three benefit productions, resulting in hundreds of students and community members learning about gender-based violence, sexual identity and gender identity
- Designed an exhibit, and organized 20+ volunteers; this engaged 2,000+ students, staff, faculty and community members to learn about preventing sexual harassment through stories, spoken word videos, interactive activities and a community mural

Director of Student Rights & Responsibilities, SJSU Associated Students, San José, CA **2011 - 2012**

- Led community engagement and marketing campaigns, resulting in increased awareness and transparency of proposed university policies to 30,000 students
- Wrote policies for the A.S. Strategic Plan; served as Vice Chair of Rules Committee and committees on Academic Senate, student affairs, campus fees, student health, and community engagement
- Secured \$1,000 sponsorship from Tech Credit Union to support service-learning operations
- Coordinated the Community Connections Fair, which connected 500+ students with volunteer opportunities with 50+ community and campus-based service organizations

EDUCATION**San José State University, B.A. Environmental Studies, Minor: Anthropology****Dec 2012**