

# Yicheng “YC” Sun

## Healthcare Product, AI & Innovation Leader

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## LEADERSHIP SUMMARY

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Healthcare product, AI, and innovation leader with 10+ years taking regulated B2B2C and D2C products from zero to scale across payers, health systems, biopharma, medtech, and digital health ventures. Co-lead IDEO's San Francisco healthcare portfolio with P&L responsibility for 20–30% of studio revenue. Product-minded engineer and player-coach who builds product direction, cross-functional teams, and operating models close to users, clinical partners, design, and engineering.

## CAREER HIGHLIGHTS

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- **15 launched products** reaching 694K+ users and patients; 6 healthcare AI products built.
- **\$8.5M+ in contracts originated and delivered**, including \$5M+ net-new; doubled IDEO San Francisco digital health revenue.
- **Product and organizational leadership** spanning a ~50-person platform team and AI transformation across 500+ enterprise product teams.
- **\$58.8M+ in follow-on capital** raised by ventures shaped; 72% of attributed delivered value came from repeat clients.

## CORE EXPERTISE

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Product Portfolio & P&L · Zero-to-Scale Product Development · Product Strategy & Roadmaps · Healthcare AI & Responsible AI · Payer, Provider & B2B2C Health · Venture Building & Build-Buy-Partner Strategy · Clinical Workflow & Patient/Provider Experience · Cross-Functional Team Leadership · Organizational Transformation

## EXPERIENCE

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### IDEO | Senior Portfolio Director, Healthcare Product & AI

San Francisco, CA | 2017–Present

- **Co-lead IDEO's San Francisco healthcare portfolio** with P&L responsibility for 20–30% of studio revenue; oversee business development, staffing, and delivery across 18 full-time designers, researchers, analysts, clinical experts, and directors.
- **Originated and delivered \$8.5M+ in healthcare contracts**, including \$5M+ net-new work across Fortune 500 payers, health systems, biopharma, medtech, and ventures; doubled the studio's digital health revenue.
- **Led product and strategy across 20+ engagements** and multidisciplinary teams of 3–50; launched 15 products reaching 694K+ users and patients and developed talent into product manager, Head of Product, and VP roles.
- **Built the Digital Dream Lab**, a 50+ member, four-studio community and operating model that advanced 40+ AI and emerging-technology initiatives.

## SELECTED PRODUCT & TRANSFORMATION ENGAGEMENTS

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### Kooth / California DHCS — Soluna Youth Mental Health Platform | 2022–2024

- **Served as de facto head of product** for a ~50-person program across three organizations; set strategy, roadmap, operating cadence, and team structure, scaling a nine-week proof of concept into a statewide launch and one squad into six.
- **Centered 150 California youth in co-design**; the proof of concept secured a \$188–271M state contract, and Soluna launched across all 58 counties, reaching 156K+ youth and delivering 62K+ coaching sessions.
- **Launched healthcare AI capabilities**, including an ACT-grounded recommendation engine and an AI-augmented EHR with clinical decision support for coaches.

### Fortune 20 Payer — Healthcare Venture Studio | 2025–2026

- **Led portfolio strategy and the studio operating model** for a health plan serving nearly 50M members; directed four concurrent teams and advanced three ventures into build or pilot.
- **Shaped build-buy-partner decisions** across next-generation plan design, GLP-1 member experience, AI-enabled advocacy, and distributed care.

### Fortune 15 Health Services Company — Enterprise AI Transformation | 2024

- **Defined three enterprise AI north stars** plus responsible-AI principles and an agentic product-development operating model that informed an enterprise AI Center of Excellence and a path to adoption across 500+ product teams.

## SELECTED ENGAGEMENTS — CONTINUED

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### Clarity Pediatrics — Medicaid Care Model | 2025

- **Led a nine-person team across two IDEO organizations** to translate a \$14.5M Series A thesis into a public care-model blueprint and pilot for pediatric behavioral health access in Medicaid.

### Together Senior Health — Brain Health Platform | 2021–2023

- **Led diagnosis-first, IRB- and HIPAA-aligned research** and product design with 22 providers across 13 settings; the work supported a peer-reviewed BMC Digital Health publication and Together's 2024 acquisition by Linus Health.

### Global Biopharma — Clinical Trial Experience | 2022

- **Directed a \$2M+ clinical-trial redesign** across participant recruitment and CRO operations; launched a Flutter participant app and connected lab kit across trial sites to reduce transcription errors and improve the participant experience.

### Stanford University d.school | Adjunct Professor

Stanford, CA | 2020–Present

- **Teach user research and zero-to-one product development** to undergraduate and graduate students across design, medicine, law, business, and engineering.
- **Design for Healthy Behaviors:** pair teams with patients managing chronic illness to practice behavioral design, motivational interviewing, and prototyping for lifestyle change.
- **Design for Extended Realities:** lead accelerator-style teams through user research and AI prototyping to create new AR/VR/XR ventures in healthcare, entertainment, and other fields.

### Various Ventures | Board Advisor, Fractional Product Leader & Angel Investor

San Francisco, CA | 2020–Present

- **Advise seed-to-Series B digital health companies** and provide fractional product leadership to pre-product-market-fit ventures.

### Ford Motor Company, Greenfield Labs | Founding Design Engineer

Palo Alto, CA | 2016–2017

- **Co-designed and prototyped a mobile health clinic** with 150+ South Los Angeles residents in the pilot; the concept evolved into Ford's GoRide non-emergency medical transportation service.

### Sonderlabs | Founder & Software Engineer

Remote | 2015–2017

- **Founded a consumer software product agency;** early conversational-product work informed later healthcare AI product practice at IDEO.

## SELECTED SPEAKING

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- **Attention Is in Short Supply** — AMIA Clinical Informatics Conference keynote, 2024
- **Tensions, Tangibility, and Trajectories** — Cornell Tech HealthNext Summit workshop, 2025
- **Why Healthcare Needs Design** — Precision Medicine World Conference talk, 2025
- **Peering into the Future of Healthcare AI** — Out-of-Pocket Health AI Hackathon talk, 2025

## SELECTED WRITING

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- **Six Opportunities for Digital Health in 2025** — IDEO Journal, 2025
- **5 Truths About the Changing Health Landscape** — IDEO Journal, 2024
- **AI Is Already Reshaping Healthcare** — IDEO Journal, 2024

## EDUCATION

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Princeton University — B.S.E., Electrical Engineering