

# Hannah Jiao

hannahjiao.com  
Product Designer

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## EXPERIENCE

### Remitly, Transact & Track Team

Product Designer

Oct, 2023 - Present / Seattle

- Led design of AI-powered Agent Tool, replacing Salesforce and saving \$9M annually
- Launched Save Draft Transfer, boosting customer engagement by 85%
- Designed Remitly Rewards program across 6 countries, increasing engagement by 78%
- Enabled global Sending Limits update across 190+ countries
- Scaled design system with components like bottom sheets, chips, placeholders
- Contributed to Micro Business initiative for the \$325B global remittance market

### Coinbase, Simple Trade Team

Product Design Intern

Jun, 2023 - Sep, 2023 / Seattle

- Redesigned trading experience, improving conversion by 36%
- Ran design workshops; prototyped Place Order page, reducing user errors by 25%

### Salesforce, Digital Experience Team

Product Design Co-op

Aug, 2022 - Dec, 2022 / Bloomington

- Integrated Trailhead into Salesforce.com, increasing traffic
- Led A/B testing, cutting task time by 15 seconds

### Rocket Mortgage, Loan

Product Design Intern

May, 2022 - Aug, 2022 / Detroit

- Redesigned loan dashboard, improving usability by 80%, reducing task time by 45%
- Launched the Rocket Loan Dashboard (web & mobile), driving a 30% increase in self-serve loan pay-off management

### Meetin Gallery

Product Designer

May, 2021 - Aug, 2022 / Bloomington

- Designed and launched an end-to-end website platform for 100+ artists, collaborating closely with engineers and creating roadmaps across the product launch cycle

## PRIOR EXPERIENCE

### TMTPost

Senior Brand Manager

May, 2020 - May, 2021 / Beijing

- Published articles with 2M+ readers after 100+ stakeholder interviews
- Led 30+ design workshops aligning content and product strategy

### Scene Laboratory

Digital Editor-in-Chief

Sep, 2019 - May, 2020 / Beijing

- Rebuilt New Media platform, reaching 5000+ small businesses

## EDUCATION

### Master of Science, HCI+Design

Indiana University Bloomington

### Master of Art, Journalism

Shanghai University

## AWARDS

### IDA Design Awards

Bronze Winer 2024

### NY Product Design Awards

Silver Winer 2024

### MUSE Design Awards

Silver Winer 2024

## SKILLS

UX strategy,  
User flows,  
Concept sketches,  
Experience mapping,  
Wireframes,  
Prototypes,  
Mockups,  
Motion design,  
Design systems,  
Branding

User interviews,  
Usability testings,  
Persona hypothesis,  
Competitor analysis,  
Tree testing

Figma, Adobe XD,  
Sketch, Miro, inVision,  
ProtoPie, Keynote,  
Zeplin, Photoshop