

Hannah Jiao

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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 satisfaction by 85%
- Designed Remitly Rewards program across 6 countries, increasing engagement by 78%
- Enabled global Sending Limits update across 150+ 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
Rapid Prototyping
Mockups
Motion design
Design systems
Branding

User interviews
Usability testings
Persona hypothesis
Heuristic evaluation
Competitor analysis
Tree testing

Figma
Adobe Suite
ProtoPie
Keynote