Hannah Jiao

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EXPERIENCE

PayPal, Merchant Team
Senior Product Designer (Contract)
Oct, 2025 - Present / Seattle

- Lead design for PayPal app focusing on agentic AI, defining AI agent experiences that help users complete tasks, troubleshoot, and make smarter business decisions
- Design AI-powered workflows and insights for small business owners, driving engagement and informed decisions
- Redesign PayPal's SMB ecosystem, enabling merchants to manage portfolios, launch stores, and track performance in a unified, intelligent workflow
- Develop scalable mobile-first design frameworks and AI patterns, accelerating delivery of agent-integrated features.
- Partner with PM, Eng, Data, and Research to shape AI strategy, run experiments, and optimize acquisition, activation, and retention

Remitly, Transact & Track Team
Product Designer
Oct, 2023 - Jul, 2025 / Seattle

- Led design of AI-powered CRM 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
Founding Product Designer
May, 2021 - Aug, 2022 / Bloomington

- Designed and launched an end-to-end platform connecting 100+ artists with local buyers, collaborating with engineers and driving the product roadmap from concept to launch

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

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