

# Hannah Jiao

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## EXPERIENCE

### Amazon, Store

Lead Product Designer (Contract)  
2026 - Present / Seattle

- Led end-to-end design as the sole designer for CloudTune Cerberus, a consolidated capacity and financial planning platform used by 30+ global Amazon service teams including Prime Video, Amazon Store, Music, and Kindle
- Designed forecasting dashboards and operational workflows that replaced manual capacity planning with automated, forecast-driven processes supporting Prime Day, Black Friday, and Cyber Monday
- Redefined core user journeys and information architecture, presenting UX strategy, interaction models, and design recommendations to cross-functional stakeholders to drive alignment and product direction
- Created interaction models for one-minute-granularity predictions and two-year forecasting across 15+ AWS regions, enabling large-scale traffic simulation and infrastructure planning
- Partnered with product, engineering, and applied science teams to translate complex machine learning systems into intuitive human experiences and scalable UX patterns

### PayPal, Merchant Team

Senior Product Designer (Contract)  
2025 - 2026 / San Jose

- Led end-to-end design of small business financial workflows, helping merchants understand options, take action, and manage outcomes with confidence
- Designed AI-powered insights and guided experiences to surface the most relevant financial information at the right moment, reducing cognitive load
- Simplified complex dashboards into clear, action-oriented journeys, improving comprehension and engagement for SMB users
- Partnered closely with PM, Engineering, Data, and Research to analyze usage patterns, validate hypotheses, and iterate on high-impact flows
- Developed scalable mobile-first patterns used across merchant experiences to accelerate experimentation and delivery

### Remitly, Transact & Track Team

Product Designer  
2023 - 2025 / Seattle

#### Growth & Monetization

- Led end-to-end design of Remitly Rewards, launched across 6 countries, increasing engagement by 78%
- Designed and optimized landing pages, sign-up flows, pricing surfaces, and in-product upgrade moments to improve conversion
- Shipped Draft Transfer Save flow across 190+ countries, boosting engagement by 85%
- Identified drop-offs through funnel analysis and usability testing, translating insights into measurable improvements
- Partnered with PMs and Data to validate success metrics and iterate based on real user behavior

#### Financial & Operational Tools

- Led end-to-end design of an AI-powered internal CRM, replacing Salesforce and saving \$9M annually
- Conducted experience audits, usability testing, and workflow simplification to reduce friction and error rates

### Coinbase, Simple Trade Team

Product Design  
2023 / Seattle

- Redesigned order placement funnel, improving conversion by 36% by increasing pricing clarity and trust
- Led workshops and usability testing to identify friction in the Place Order flow
- Shipped improvements that reduced user errors by 25%

### Salesforce, Digital Experience Team

Product Design Co-op  
2022 / Bloomington

- Led research and A/B testing to improve discovery and task efficiency, reducing completion time by 15 seconds
- Designed scalable patterns used across enterprise surfaces

### Rocket Mortgage, Loan

Product Design  
2022 / Detroit

- Redesigned end-to-end loan dashboard experience, helping customers pay off monthly loans efficiently while collaborating closely with engineers through regular meetings to ensure optimal decision-making, improving usability by 80% and reducing customer task time by 45%
- Launched Rocket Loan Dashboard (web & mobile), driving 30% increase in self-serve loan payoff management

### Meetin Gallery

Founding Product Designer  
2021 - 2022 / Bloomington

- Led end-to-end design for Gallery App, increasing art search engagement by 50%
- Leveraged usability testing data to optimize user flows and interface design, resulting in 30% improvement in daily active users and 65% reduction in user drop-off rates
- Partnered cross-functionally with engineering, product, research, and business teams in agile sprints to maintain design consistency and align user experience with strategic objectives
- Conducted comprehensive user and competitive research to identify critical pain points and opportunity areas, directly informing product strategy and product requirements documentation

### TMTPost

Senior Product Designer/ Brand Manager  
2020 - 2021 / Beijing

- Launched new media platform reach 30M+ users with 100+ stakeholder interviews
- Led 30+ design workshops aligning content and product strategy
- Established overseas markets of brands and assisted in achieving cooperation with YouTube

## EDUCATION

### Master of Science, HCI+Design

Indiana University Bloomington

### Master of Art, Journalism

Shanghai University

## AWARDS

### Cascadia AI Hackathon

(Judged by experts - OpenAI, Meta, et al.)

1st Place Winner 2025

### IDA Design Awards

Bronze Winner 2024

### MUSE Design Awards

Silver Winner 2024

### NY Product Design Awards

Silver Winner 2024

### 4 Future Awards

Silver Winner 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