



Hao Ge

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Sahara AI

Dec 2023– Present

Data Service platform (Data Labeling)

- Led DSP MVP product design, designed functions across data labeling and reviewing tools, and data marketplace.
- Led DSP 2.0 redesign. 1) Improving incentive UX in homepage to support \$SAHARA tokens. 2) Built a self-serve task creation system (Requester platform), reducing operational headcount from 4 to 2.
- DSP served 15+ enterprise clients, generating \$210K+ revenue and 170K+ high-quality annotations by Oct 2025.

Creator AI (CRM x AI platform for OnlyFans creators)

- Owned end-to-end design across IM tools, Media management(Vault Pro), and AI-powered features (auto-reply, translation); scaled platform to \$1.4M monthly GMV.
- Established CAI B2B design system, accelerating delivery and ensuring product consistency.
- Mentored a product design intern.

NIO Inc.

Aug 2021 – Nov 2023

- Led UI/UX design for car insurance renewal CRM and ordering tools. Improving efficiency and reducing costs.
- Contributed to UX design for NIO app features including points recovery (1.2M+ points) and PGC voting for global campaigns.
- Led UI/UX design for community operations platform (Web), supporting UGC reviewing, campaigns, store management, and recommendation systems at scale.

ByteDance

Aug 2020 – Aug 2021

- Contributed to cross-platform design (Web & Mobile) for ITAM Assistant, improving asset allocation and distribution efficiency in Bytedance .
- Led 0→1 design of IT Service Operation Platform, achieving a 4.95/5 internal satisfaction rating post-launch.
- Designed RBAC module for a project management system (PPM), supporting access control across 7 external vendors.

Education

Visual Communication Design

Rochester Institute Technology
Master | 2018-2020

Communication Arts

New York Institute Technology
Bachelor | 2017-2018

Digital Media Technology

Nanjing University of Posts and
Telecommunications
Bachelor | 2014-2017

Skills

UI/UX

Motion Animation
User Research
User Personas
Usability Testing

Code-based prototyping

Tools

Figma

Adobe Creative Suite
Principle
Protopie

Cursor

C#