

Mia Hao

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Product Designer with 5+ years of experience delivering end-to-end design for B2B SaaS, fintech, Web3 and AI products. Built design systems from 0 to 1 across 3 international markets, and partnered with enterprise and startup teams through research-driven UX, data-informed design, and cross-functional collaboration.

EXPERIENCE

AI PRODUCT RESEARCHER & DESIGNER | Carleton University & T3 Labs September 2025 – April 2026

- Designed and validated an LLM-powered conversational ordering interface for a B2B enterprise service workflow, owning product design from research through iterative prototyping and usability testing.
- Translated comparative study findings from chatbot and static form experiences into clearer interaction patterns, stronger usability, and more actionable product decisions.
- Delivered a reusable AI interface framework covering trust, explainability, accessibility, and human-in-the-loop interaction for future conversational product design.

CONTENT PRIME (UX/UI DESIGN INTERN) | Nicol Institute February 2026 – April 2026

- Redesigned course page information architecture and navigation; reorganized the learning resource library to improve discoverability and learner flow.

PRODUCT DESIGNER | Starboard Ventures March 2022 – November 2025

- As the sole designer at a Web3 startup, I owned BDX (data auction) end-to-end, mapped dual-sided flows, translated smart-contracts into trustworthy UI, built a modular **design system with ~90% coverage**, shipped MVP in 4 weeks.
- Redesigned the Filecoin Network Health Dashboard, restructuring information architecture and building a reusable component system for high-frequency, **data-intensive** use.
- Collaborated with PMs and engineers to define flows, wireframes, and production-ready prototypes.
- Directed visual strategy and brand identity for international product launches (FIL Singapore 2022), driving **user acquisition across global markets**.

UX/UI DESIGNER & DESIGN SYSTEM LEAD | Linklogis Digital Technology June 2021 – November 2021

- Led the end-to-end product design for Green Link Digital Bank in Singapore, balancing usability and compliance.
- Led the UX/UI design for Olea (Standard Chartered), a digital trade finance platform with investor, supplier, and internal portals; delivered **600+ high-fidelity screens** and a design system covering **~80% of UI elements**, validated through **10+ user interviews** across **70+ global trade corridors**.
- Launched the Link UI-International design system from **0 to 1**, defining component taxonomy, design tokens, and WCAG standards across **3 international markets**, reducing developer handoff cycles by an estimated **30%** and enforcing inclusive design standards.
- Managed and mentored a **team of 3 designers**, aligning sprint cadences with engineering and maintaining delivery quality and team development.

DESIGNER & DESIGN EDUCATOR | Freelance | SKF | YMM April 2016 – May 2021

- Self-initiated redesign of Clue App: synthesized **200+ App Store reviews** and competitor benchmarks, restructured navigation, and compressed symptom logging from **29 interactions to 4**, validated through prototype testing.
- Mentored 200+ aspiring designers in UX/UI and graphic, developing curriculum for international portfolio standards.

VISUAL DESIGNER | Lexin Fintech Holdings February 2015 – February 2016

- Designed mobile and web experiences for fintech and e-commerce products, improving UI consistency across consumer lending, shopping, and account management flows.

SKILLS

- DESIGN & TOOLS:** Figma · Adobe · Claude · Lovable · Miro · Slack · Remote Collaboration · Design Systems (tokens, variables) · UX/UI · Information Architecture · Responsive Design · Accessibility · User Research · Usability Studies · Data-Informed Design · Prototyping · AI-assisted Workflows · AI-assisted HTML/CSS
- STRATEGY:** Cross-functional Collaboration · Stakeholder Management · Team Leadership · Agile & Scrum
- DOMAINS:** B2B SaaS · Fintech · Banking · AI Products · Web3 · Data Platforms · E-commerce
- LANGUAGE:** Mandarin (Native) · English (Fluent)

EDUCATION

CARLETON UNIVERSITY

Master of Applied Business Analytics in Technology Innovation Management September 2024 - May 2026

UNIVERSITY OF THE ARTS LONDON

Master of Arts in Graphic Branding and Identity January 2013 - November 2013

JIANGNAN UNIVERSITY

Bachelor of Arts in Visual Communication Design September 2008 - June 2012