

Mia Hao

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Product Designer with 5+ years of product design experience and 10+ years across UX, visual design, and design education. Leads end-to-end design for B2B SaaS, fintech, and data products, partnering with product and engineering from discovery through delivery. Built a design system adopted across 3 markets, reducing developer handoff cycles by ~30%. Combines user research and human-AI interaction design with hands-on front-end work, recently deploying a coded prototype for [Knowunity](#) with Claude Code and Next.js.

EXPERIENCE

Product Designer | Starboard Ventures

March 2022 – August 2026 | Part time since June 2024

- Owned end-to-end product design for BDx, a data auction platform, translating smart-contract logic into trustworthy user flows. Built a modular design system with ~90% UI coverage.
- Redesigned the Filecoin Network Health Dashboard for technical users, consolidating 17 data modules into 8 reusable display patterns prioritized by monitoring frequency and operational importance.
- Used Chrome DevTools to validate interaction, layout, and responsive behavior against the existing implementation, catching gaps before engineering handoff.
- Directed visual strategy and brand identity for international product launches, including FIL Singapore 2022, supporting adoption across global Web3 markets.

AI Product Researcher & Designer | T3 Labs – Capstone Project, Carleton University

September 2025 – April 2026

- Conducted a mixed-methods study comparing an LLM chatbot to a static form for B2B intake, measuring lead rate, order accuracy, and usability. Chat performed better on complex orders. Forms performed better on simple orders.
- Translated the findings into a staged intake model that routes complex orders to conversation and routine orders to a form, mapping exception handling and escalation paths to a human agent. Built CaterAI, an iOS prototype of the model.
- Delivered a reusable AI interface framework covering safe-use boundaries, trust, explainability, accessibility, and human-in-the-loop interaction. Found that user trust tracked operational reliability, not novelty.

UI/UX Designer | Nicol Institute, Carleton University

February 2026 – April 2026

- Redesigned course pages and the learning resource library using heuristic evaluation and task-based information architecture, improving navigation, content scannability, and discoverability for self-directed study.

UI/UX Designer & Design System Lead | Linklogis Digital Technology

June 2021 – November 2021

- Launched the Link UI-International design system from 0 to 1, applying it end-to-end in Green Link Digital Bank. Drove adoption across 3 markets and cut developer handoff cycles by ~30%.
- Led UX/UI design for Olea, a B2B trade-finance platform for Standard Chartered, delivering 600+ high-fidelity screens and a system covering approximately 80% of UI elements. Validated key workflows through A/B testing and 10+ user interviews, using findings to refine portal navigation and task flows.
- Managed and mentored a team of 3 designers, aligning sprint cadences with engineering to maintain delivery quality.

Director of Education & Freelance Designer | New Oriental · YMM Art Academy

April 2016 – May 2021

- Designed RsTech, a management system prototype for education operations, mapping administrative workflows and creating reusable interface patterns.
- Redesigned the Clue app as a self-initiated case study by synthesizing 200+ user reviews, restructuring navigation, and reducing symptom-logging interactions from 29 to 4.
- Built and managed a study-abroad art training program from scratch, mentoring 200+ aspiring designers and developing strong communication and critique skills.

Visual Designer | Lexin Fintech Holdings

February 2015 – February 2016

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

SKILLS

- **Product Design:** Product Strategy · User Flows · Information Architecture · Interaction Design · Responsive Web · iOS · Data Visualization · Failure Recovery · Design-to-Development Handoff
- **Design Systems & Tools:** Figma · Variables · Design Tokens · Component Libraries · React · Storybook · Design-System Governance · Prompt Engineering · Git/GitHub · Claude Code · AI-assisted HTML/CSS
- **Research & AI:** User Research · Usability Testing · Mixed-Methods Research · Experimentation · A/B Testing · WCAG · AODA · Conversational AI · Human-in-the-Loop Interaction · AI Evaluation · AI-Assisted Prototyping
- **Domains & Languages:** AI Products · B2B SaaS · Fintech · Web3 · Data Products · EdTech · Agile · Product Analytics · 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