

# Mia Hao

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Product Designer with 10+ years in design, 6+ years focused on product and UX across SaaS, fintech, Web3, and AI products. Partners with enterprise and startup teams to simplify complex B2B workflows, build scalable design systems from 0 to 1, and back design decisions with evidence from controlled experiments and usability research.

## EXPERIENCE

Product Researcher & Designer | Carleton University

AI Researcher & Designer | T3 Labs · UI/UX Designer | Nicol Institute

September 2025 – April 2026

- Ran a **within-subjects mixed-methods study** comparing an **LLM chatbot** against a static form for B2B catering intake, measuring qualified lead rate, order accuracy, and usability; chat improved accuracy on constraint-heavy orders while forms performed better on simple, low-complexity ones.
- Converted the findings into a **staged intake model** and built CaterAI, a **native iOS prototype** whose dual-entry design routes complex, constraint-heavy orders to conversation and routine requests to a form, with every core design decision traced to a measured result.
- Delivered a **reusable AI interface framework** covering trust, explainability, accessibility, and human-in-the-loop interaction, including the finding that trust tracked operational reliability rather than novelty.
- Redesigned **content-heavy** course page **information architecture** and learning resource navigation for the Nicol Institute, improving discoverability and learner flow.

Product Designer | Starboard Ventures

March 2022 – November 2025

- Owned **end-to-end** product design for BDx, a complex B2B data auction platform, mapping **multi-sided workflows**, translating smart-contract logic into trustworthy user flows, and building a modular **design system** with **~90%** UI coverage.
- Redesigned the Filecoin Network Health Dashboard for **technical users**, restructuring dense system data into clearer **information architecture** and reusable patterns for high-frequency monitoring.
- Partnered with PMs and engineers to define product flows, wireframes, edge cases, and **production-ready prototypes** across ambiguous technical requirements.
- Directed **visual strategy and brand identity** for international product launches (FIL Singapore 2022), supporting adoption across global Web3 markets.

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

June 2021 – November 2021

- Led **end-to-end** product design for Green Link Digital Bank in Singapore, balancing complex enterprise workflows, usability, and compliance.
- Led UX/UI design for Olea (Standard Chartered), a digital trade finance platform with investor, supplier, and internal operations portals; delivered **600+ high-fidelity screens** and a design system covering **~80%** of UI elements, with core flows validated through **A/B variant testing** in stakeholder sessions and 10+ user interviews.
- Launched the Link UI-International **design system and UX playbook** from 0 to 1, defining component taxonomy, design tokens, WCAG criteria, and handoff rituals; drove adoption across 3 markets, cutting developer handoff cycles by **~30%**.
- Managed and mentored a **team of 3 designers** within a **two-week Agile sprint cycle**, aligning sprint cadences with engineering and maintaining quality across enterprise product delivery.

Director of Education & Freelance Designer | SFK International Art Education · YMM Art Academy

April 2016 – May 2021

- Built a study-abroad **art training program** from scratch, owning curriculum design, student evaluation frameworks, and program delivery; **mentored 200+** aspiring designers to international portfolio standards.
- 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.

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 · Miro · Design Systems (tokens, variables, governance) · Information Architecture · Responsive Web & iOS · Data Visualization · UX Writing · Design-to-Dev Handoff
- Research & Accessibility:** User Research · Usability Testing · Controlled Experiments (within-subjects, mixed-methods) · A/B Testing · Survey Design · Analytics-Informed Design · WCAG · AODA
- AI:** LLM & Conversational Interface Design · Human-in-the-Loop Interaction · AI-assisted Design Workflows (Claude, Lovable) · AI-assisted HTML/CSS
- Domains:** Product Strategy · Agile · SaaS · B2B · Fintech · Web3 · Data Products · 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