

HAN GAO

PRODUCT DESIGNER

CONTACT

- 📍 Tokyo, Japan
- 📞 + 81 80-6049-4067
- ✉ haaangao@gmail.com
- 🌐 haaangao.com

EDUCATION

University of Michigan, School of Information

M.S. in Human-Computer Interaction

2017 - 2019

- UMSI Merit Scholarship Recipient
- GPA 3.95/4.00

University of Richmond

B.S. in Psychology & Mathematics

2013 - 2017

- Design fellow at the Center for Teaching, Learning, and Technology

SKILLS

User Research • Wireframing
Design System • Storytelling
Visual Design • Usability Testing
Rapid Prototyping

TOOLS

Figma • Framer • Loom
Adobe Illustrator • HTML/CSS

EXPERIENCE

Founding Product Designer, Freelance

Self-Employed

Mar 2025 - Present | Tokyo, Japan

- Led the redesign of an AI-powered app creation platform across web and native Android, delivering new features and a scalable design system to 400,000+ users.
- Led end-to-end customer experience design across web, mobile, and in-store touchpoints, taking a local business from concept to launch.

Senior Product Designer

TikTok, Small Business Growth

Aug 2023 - Sep 2024 | San Jose, CA

- Owned and led design initiatives that helped TikTok creators and small business owners effectively promote advertising campaigns; features contributed to 20.43% of annual revenue increase and 185M monthly active advertisers.
- Partnered with key stakeholders to drive product innovation and improve design quality, by conducting workshops, defining principles, and creating design templates for better craftsmanship and higher team efficiency.

Product Designer

Lyft, Safety & Customer Care

May 2022 - Jun 2023 | San Francisco, CA

- Launched design initiatives focused on the onboarding support experience for Lyft drivers. Work drove 5% increase in driver activation rate, resulting in millions of dollars of lift in post-marketing margin and bookings.
- Helped shape feature-level product vision and roadmap for Lyft drivers, riders, and support agent, gaining user trust during stressful moments.

Senior User Experience Designer

Oracle

Jun 2019 - May 2022 | Redwood City, CA

- Delivered design features across 7 core HR products that greatly improved client workforce efficiency, from hiring to talent management.
- Built scalable, innovative and responsive design components and patterns that make up the brand new next-generation "Redwood" design system.