

# HAN GAO

## PRODUCT DESIGNER

### CONTACT

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### 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

#### **Product Designer, Freelance**

##### **dev.fun**

Mar 2025 - Present | Tokyo, Japan

- Led the end-to-end redesign and launch of dev.fun 2.0 as the founding designer, delivering new features along with a refreshed design system.
- Built the first Android mobile app, expanding dev.fun from web to mobile and preparing for public launch with product leads.

#### **Senior Product Designer**

##### **TikTok, Small Business Growth**

Aug 2023 - Sep 2024 | San Jose, CA

- Owned and led design initiatives for TikTok creators and small business owners; 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.
- Led key safety and support projects for Lyft riders, drivers, and operation agents, and influenced feature-level product vision and roadmap.

#### **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.