

# Leon Han

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## EXPERIENCE

### Product Designer | Thatch

*Jun 2024 – Present, San Francisco CA*

First design hire doing everything design related – design system, customer products, internal tools, sales and marketing collateral, branding, support material, and defining design culture from scratch. More to come.

### Founding Product Designer | With Coverage

*Oct 2023 – Mar 2024, Remote*

Designing an all-in-one insurance experience for consumer brands, creating product marketing materials **generating \$150K ARR**.

### Product Design Intern | Mercury

*May 2023 – Aug 2023, San Francisco CA*

**Helped 25K+ founders** predict their yield on investments **totaling \$X00M+** in Mercury Treasury by designing a Yield Estimator, fostering trust and retention.

### Product Designer | Masava

*Jan 2023 – Mar 2023, Remote*

Architected a wholesale liquor distribution and inventory management system from scratch, **earning \$300K ARR and helping secure \$4M in seed funding**.

### Product Manager Intern | Nearside

*Jan 2022 – Apr 2022, San Francisco CA*

Drove ideation and execution of Instant Debit Card Deposits from 0 to 1, **creating \$165K+ in deposits within the first two weeks of launch**.

### Product Design Intern | Nearside

*May 2021 – Aug 2021, Remote*

**Facilitated \$3M+ in ACH transfers** by designing a feature for customers to add, edit, and delete payment recipients. Conducted UXR for 2 new features.

## COMMUNITY

### Sponsorship Director | Hack the North

*Feb 2022 – Dec 2023, Waterloo ON*

**Led a team of 7 to raise \$1M+ and partner with 85+ sponsors**, funding the event for 3K+ attendees and establishing new relationships with leading organizations like YCombinator, Stripe, 8VC, and Rewriting the Code.

## EDUCATION

### University of Waterloo

Bachelor of Applied Science,  
Systems Design Engineering

### Relevant Coursework

Human Factors Engineering,  
Quantitative User Research,  
Cognitive Ergonomics, Needs  
Analysis & Prototyping

## AWARDS

### Design Finalist (top 3%)

*Kleiner Perkins Fellowship 2023*

### 3<sup>rd</sup> Place (out of 900+)

*Activision + Adobe Design Jam*

### 3<sup>rd</sup> Place (out of 30+)

*Wealthsimple Case Competition*

## SKILLS

### Tools

Figma, Zeplin, Looker, Heap,  
Mode, Excel, Amplitude, Jira

### Product & Design

Systems thinking, data analysis,  
selling, product strategy, user  
empathy, user research, design  
systems, market research

### Development

HTML, CSS, JavaScript, Next.js,  
React, SQL