

Xiaomin Gao

Product Designer

San Mateo, CA

www.xiaomingao.com | (650) 609-1956 | xiaomingao9@gmail.com | LinkedIn

Summary

Product Designer with 4+ years of experience in B2B/B2C SaaS, specializing in user-centered design, complex system simplification, and measurable business growth. Proven track record of improving usability, increasing engagement, and delivering end-to-end design solutions from concept to launch.

Work Experience

Freelance & Volunteer – Product Designer

Nov 2024 - Apr 2025

Designed and optimized multiple SaaS and mobile products for startups and nonprofits.

- Improved usability of Laxis AI Sales Platform by 18% through refined user flows and interface design.
- Designed IEJL's anti-corruption platform lo-fi prototypes, boosting user retention by 20%.
- Redesigned a mental health app wireframes with persona-driven workflows, enhancing engagement by 15%.

Ideamake Technology – UI/UX Designer

Aug 2021 - Apr 2023

Led end-to-end design of a real estate sales platform, from research to delivery.

- Led end-to-end design of a real estate sales app and design system from 0→1, increasing transaction rates by 30%.
- Conducted 30+ user interviews and usability sessions to validate design decisions.
- Delivered wireframes, high-fidelity mockups, and micro-interactions, ensuring smooth handoff to developers.
- Managed 4 designers, fostering alignment between product managers, developers, and stakeholders.

Hundsun Ayers – UI/UX Designer

Jun 2021 - Aug 2021

Designed an ESOP system and collaborated closely with international teams to refine workflows.

- Designed UX for an ESOP system, improving task completion speed with optimized IA and navigation.
- Led competitive analysis and product framework redesign, boosting usage by 40% through streamlined workflows.
- Partnered with global teams for iterative testing and refinement of high-fidelity prototypes.

China Mobile – User Experience Designer

Jul 2019 - Jun 2021

Designed a messaging platform from 0→1, increasing SMS usage and streamlining workflows.

- Improved SMS management platform efficiency, increasing SMS usage by 27% and conversion rates by 36%.
- Translated research insights into actionable user flows and IA to achieve a 97% retention rate.
- Created and iterated design to optimize key features based on user feedback.

Skills & Tools

Design Skills: UI/UX Design, User-Centered Design, Wireframing, Prototyping, Usability Testing, Visual Design, User Research, Design System, Design Thinking

Tools: Figma, Sketch, Adobe Creative Suite, Axure, Slack, Notion, Jira

Languages: English, Mandarin

Education

Bachelor's in Industrial Design	2014 - 2019
China University of Petroleum	
Google UX Design Certificate	2022 - 2022