

Mia He

Product Designer

With 3+ years of experience driving growth and monetization for global consumer products. Skilled in transforming complex experience gaps into low-friction solutions and leveraging gamification design to increase learner motivation. Proven track record of delivering measurable impact.

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SKILLS

Technical Skills

- Product strategy
- UX/UI design
- Design system
- Prototyping
- SaaS
- Visual design
- AI-assisted prototyping
- 3D design and modeling
- A/B testing
- Information architecture
- Motion design
- WCAG accessibility standards

Tools

- Figma
- XMind
- Adobe Photoshop
- Adobe Illustrator
- Protopie
- Rhino
- C4D
- JavaScript
- HTML, CSS

EDUCATION

University of California, Berkeley

Master of Design (STEM)

Dec 2023

Human-Computer Interaction Design

Program of the College of Engineering

Dalian University of Technology

Bachelor of Architecture

Jun 2022

CERTIFICATIONS

Product Management

University of California, Berkeley

EXPERIENCE

Duolingo

Duolingo Score | Product Designer

Nov 2025 - Present

- Designed experiences that make learning progress meaningful, supporting the team’s goal of increasing Time Spent Learning.
- Owned the Score sharing objective from strategy through experimentation, growing daily Score shares from 12K to 40K (+233%).
- Developed a social sharing design system in partnership with Monetization, adopted across Score, Monetization, Growth, and Chess.
- Used AI-assisted prototyping to explore interaction directions and make concepts tangible, helping leadership align on the Score roadmap.
- Served as the sole Duolingo designer for the Tinder partnership, designing the end-to-end experience and balancing both partners’ priorities for a launch projected to drive 440K+ visits to Duolingo.

Duolingo English Test | Product Designer

Jan 2024 - Nov 2025

- Drove the end-to-end redesign of the DET ecosystem (Mobile, Web, Desktop) to adopt the Duolingo design system, eliminating significant design debt and increasing shipping velocity.
- Optimized high-impact conversion & checkout flows, achieved a +5.2% conversion lift and a +\$2.8K/day increase in bookings.
- Led the Test Info redesign across desktop and mobile, aligning Security, Customer Support, and R&D on content priorities; reduced copy by 85% and increased Rules page engagement by 685%.
- Designed the Pathway from Duolingo journey, creating a low-friction bridge from the Duolingo that generates 90K daily registrations with a 16% CTR on entry points.

Design System | Product Designer Intern

May - Sep 2023

- Consolidated 14 inconsistent text input tokens into 2 optimized tokens utilized across 90% of the app interface, while architecting component properties and guidelines that facilitated rapid adoption by designers and engineers within the first week of release.

BMW | Product Designer (academic project)

Aug - Dec 2023

- Designed a subscription-based car purchasing experience to drive recurring revenue and customer acquisition.

SIDE PROJECT

MIT Reality Hack | Product Designer

Apr- Aug 2021

- Created a participant-centric XR service for the unhoused, winning awards at MIT Reality Hack 2023 for best use of Snapdragon Spaces.