

Tianen (Evan) Hao

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EDUCATION

Ivey Business School, Western University, London, ON, Canada

Expected 2026

Master of Science in Management (MSc), Digital Management

- Ivey MSc Excellence Award (\$5,000 scholarship), Scotiabank Hackathon 1st Place, CIBC Challenge 1st Place

University of Toronto, Toronto, ON, Canada

2021 - 2025

Bachelor of Information, User Experience & Interactive System Design

- High Distinction; GPA: 3.96/4.00; Dean's Excellence Award; BISA Vice President; [Featured by U of T](#)

WORK EXPERIENCE

Tangerine

July, 2026 - Present

Product Strategy, AI Agent

- Team-based practicum focused on collaborating with Tangerine to define and prototype a viable AI solution for small business banking (Selected by Scotiabank for an Ivey Business School Advanced Field Project).

HoYoverse/miHoYo

2023 - Present

Influencer Contract Content Creator (MCN-KOL), Remote

- Produce derivative 3D animation for globally recognized Honkai: Star Rail, with periodic Zenless Zone Zero and Genshin Impact commissions.
- Stand out in highly competitive fan communities; earned Honkai: Star Rail Fan Creation Event 2.0 award Top 10, Top 12 (CN); 3.4 version Top 25 on Douyin with 11 million views; official features.

Bilibili, Douyin & Kuaishou ([One of Social Media Operations Portfolio](#))

2019 - Present

Social Media Strategist & 3D Animation Digital Content Producer

- Operated my channel for six years across Bilibili, Douyin, and Kuaishou; reached nearly 1M followers overall.
- Generated 210M+ views and recurring platform trends; earned Popular Star recognition and Award nomination.

INDUSTRY PRODUCT & SYSTEM DESIGN PROJECTS

CIBC SharedWallet

2026

Product Strategy, System Design, UX & Video Production

- Collaborated closely with CIBC stakeholders to uncover Gen Z banking pain points and incorporate ongoing feedback throughout development.
- Developed the solution from initial problem framing to an end-to-end prototype, including front-end experiences, back-end workflows and a hybrid-model AI agent.
- Produced an engaging pitch video and presented it to CIBC executives; the team won [1st place](#).

Ivey Hackathon - Scotiabank x SAS

2026

Product Strategy, System Design, AI Prototyping & Video Production

- Built a customer-change and action-recommendation agent from scratch using Scotiabank's complex data.
- Designed a governed decision layer aligning Marketing, Risk, and Campaign actions.
- Produced the Agentic AI demo and pitch video for Scotiabank and SAS executives; won [1st place and Best in Show](#).

SAS, BGC London & Okeanos Client Projects

2026

Product Strategy, System Design, UX & Video Production

- Designed all front-end and back-end workflows and AI-enabled system architecture, and produced pitch videos.

PITCH VIDEOS INCLUDE SYSTEM DEMO HIGHLIGHTS

[Scotiabank](#) | [CIBC SharedWallet](#) | [SAS RouteWise](#) | [BGC London](#) | [Okeanos](#)

OTHER ACTIVITIES & SKILLS

Microsoft, *Student Ambassador with Azure Services Training*

2022 - 2023

Product & System Skills: Product Strategy, System design, UX, AI, Prototyping, Data Visualization, Data Analytics.

Technical Skills: Figma, R, SAS Viya, Vibe Coding, Blender, Unity, Adobe, SQL, Python, Social Media Analytics.

Language Skills: English (fluent), Mandarin Chinese (native).