



Yanti Arifin

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Wakefield, MA

SUMMARY

Seasoned UX/Product Designer and Engineer with over 10 years of experience leading design for enterprise SaaS platforms, machine interface GUIs, large-scale eCommerce sites, and smart home mobile apps. Expert in simplifying complex workflows into intuitive user journeys, with deep expertise in design systems, component libraries, prototyping, and accessibility. Known for bridging technical execution with optimal, accessible user experiences across SaaS, eCommerce, and IoT applications.

CORE SKILLS

- UX Design
- Product Design
- Interaction Design
- Rapid Prototyping
- Claude Code with Webstorm & VS Code
- Personas
- User Journeys
- Design Systems
- Component Libraries
- Enterprise SaaS UX
- eCommerce UX
- Smart Home / IoT Mobile Apps
- Figma and Figma's Ai - Make
- Axure
- React
- Storybook
- Tailwind CSS
- Visual Design
- HTML5 Animation (CSS, SVG)
- User Research
- Accessibility
- Branding
- Creative Direction
- Cross-Functional Collaboration
- End-to-End App Development (prototype to launch, AI-assisted)

EXPERIENCE AS PRINCIPAL UX DESIGNER

UX Design Engineer — Returnalyze

Burlington, Massachusetts | Aug 2024 – Present

- Lead the end-to-end redesign of a BI platform into a SaaS product, cutting onboarding time by 50% through research-driven iteration.
- Build a reusable **React + Storybook component library** with design specs and implementation-ready UI elements.
- Rapidly prototype and test with **Figma and Axure**, validating workflows with stakeholders.
- **Integrate Claude AI into workflows via VS Code and WebStorm**, streamlining syntax validation, troubleshooting, and code reviews.
- Use **Claude AI with Figma Make** for automation, taxonomy generation, and content validation, accelerating iteration cycles.

Senior UX Design Lead — Desktop Metal

Burlington, Massachusetts | Sep 2016 – Jan 2024

- Designed the slicing application for industrial 3D printers from the ground up.
- Built a UI system of reusable components for touch screens across printing systems and furnaces.
- Created intuitive workflows for enterprise clients using highly technical software.
- Collaborated with engineers and product managers to deliver user-friendly workflows for additive manufacturing printing and sintering systems.

Principal UX Designer — Kenmore / Craftsman

Chicago, Illinois | 2014 – 2016

- Lead designer for IoT smart home mobile applications for Kenmore appliances, enabling users to monitor and control connected devices.
- Created intuitive interfaces for scheduling, energy tracking, and remote access to appliances.
- Collaborated with engineering and product teams to integrate mobile UX with connected hardware and backend systems.
- Established design standards for IoT experiences across the Kenmore smart home ecosystem.

EXPERIENCE IN TEAM MANAGEMENT

UX Design Manager, Visual Design — WW Grainger

Chicago, Illinois | Sep 2012 – Aug 2013

- Hired, built, and managed the Visual Design team within the UX department.
- Mentored, coached, and shielded team members while fostering growth and creativity.
- Contributed hands-on designs, prototypes, and user research in addition to team leadership.

Associate Creative Director — Sears Holdings Corporation

Chicago, Illinois | Jun 2009 – Sep 2012

- Recruited and built the UX Promotions Design team for Sears.com.
- Partnered with the merchandising department to generate engaging homepage promotions.
- Conducted testing and iterative adjustments to optimize promotion performance.

EARLIER CAREER

Career foundation as Creative Director and Art Director in branding and advertising at global agencies (DDB, Publicis-FCB), creating campaigns and marketing innovations for leading global brands.

EDUCATION

BFA: Advertising Design

Academy of Art University, San Francisco, CA | Jun 1992

Portfolio available upon interest in candidacy