

HIRO WAILANI

Product Designer | UX Systems & Solutions Engineering

hirokeismith@gmail.com | hirokeismith.com | www.linkedin.com/in/hirokeismith/ | Remote | Available Worldwide

PROFESSIONAL SUMMARY

Multidisciplinary Product Designer and Solutions Engineer with 5+ years of experience crafting intuitive, scalable design systems for SaaS and mobile products. Former Apple Technical Expert specializing in service operations, technical troubleshooting, and cross-team coordination—bringing strong customer empathy and systems thinking into product design. Skilled in bridging design, engineering, and strategy to deliver products that balance creativity with precision. Thrives in remote, async environments that value clarity, autonomy, and thoughtful collaboration.

CORE SKILLS

Design: Figma, Sketch, Adobe XD, Design Systems, Wireframing, Prototyping

UX Strategy: User Research, Usability Testing, Journey Mapping, Accessibility

Technical Collaboration: Front-End Handoff, Agile, Cross-Functional Communication

Product Focus: SaaS, Cross-Platform Interfaces, Process Optimization, Scalability

PROFESSIONAL EXPERIENCE

Lead Product Designer / Solutions Engineer — Independent 2021 – Present | Remote

- Designed and delivered cross-platform solutions across mobile, web, and desktop.
- Built modular design systems that increased UI consistency and developer efficiency.
- Conducted usability testing and iterative design reviews to improve onboarding success by 20% and retention by 90%.
- Partnered with PMs and engineers to refine data-driven user flows, contributing to measurable user-growth outcomes.
- Created scalable component libraries and handoff documentation in Figma to accelerate engineering workflows.

Technical Expert & Operations Lead — Apple 2017 – 2021 | Various U.S. Locations

- Led cross-functional initiatives improving service efficiency and workflow accuracy by 35%.
- Implemented process improvements that achieved 99% operational accuracy.
- Translated complex technical concepts for non-technical audiences and executives.

SELECTED PROJECTS

Private Cross-Platform Design System (In-Development Product)

- Designed a scalable architecture for a multi-platform social and content product.
- Defined design principles, accessibility standards, and interaction patterns.
- Developed adaptive components for mobile and desktop responsiveness.

AVAILABILITY

Open to full-time or contract Product Design and Solutions Engineering roles. Remote | Available Worldwide