

# Hirokei Wailani

Product Designer | UX Strategist | Technical Program Manager (Infrastructure)

Japan | Work Authorized (Spouse of Japanese National - No Restrictions)

hirokeismith@gmail.com | <https://www.hirokeismith.com> | LinkedIn

## Professional Summary

Product Designer and UX Strategist with 5+ years of experience delivering scalable digital products, platforms, and service

experiences across SaaS, mobile, and enterprise environments. Former Apple Technical Program Manager (Infrastructure

Services) with a strong foundation in systems thinking, cross-functional delivery, and operational excellence.

Brings a strong blend of user-centered design, product strategy, and technical program leadership, well-suited for Accenture's

work at the intersection of business, design, and technology.

## Core Capabilities

- Product Design & UX Strategy
- Service Design & Journey Mapping
- User Research & Usability Testing
- Product Vision & Concept Development
- Design Systems & Scalable UI Architecture
- Cross-Functional Leadership & Facilitation
- Agile / Scrum Collaboration

## Professional Experience

Freelance Product Designer / UX Strategist—Independent | Remote (Global)

2021 - Present

- Led end-to-end UX and product design for SaaS, AI-enabled products, and platform-based services
- Conducted product discovery, UX research, and concept definition aligned with business outcomes
- Designed scalable design systems improving consistency and delivery speed
- Partnered with PMs and engineers to define requirements and system behavior
- Improved onboarding success by 20% and conversion rates by 30%

Technical Program Manager - Infrastructure Services—Apple | United States

2019 - 2021

- Managed cross-functional programs supporting large-scale infrastructure and service operations
- Aligned engineering, operations, and stakeholders to deliver stable, high-reliability services
- Led process optimization improving service stability and operational efficiency

Technical Expert / Operations Lead— Apple | United States

2017 - 2019

- Led technical troubleshooting and service operations
- Improved workflow efficiency by 35% and achieved 99% operational accuracy
- Mentored team members and standardized escalation processes

## Education

University at Buffalo (SUNY)— Coursework in Linguistics

## Tools & Methods

- Figma, Adobe XD, Illustrator, Photoshop
- User Research, Journey Mapping, Prototyping• Miro, Jira, Confluence, Slack
- HTML/CSS (foundational)
- AI Tools: ChatGPT, Claude, Cursor