Hirokei Wailani

Product Designer / UX Strategist

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

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Profile

Product and UX designer with 5+ years of experience designing SaaS, AI-enabled, and platform products across distributed teams. Specializes in onboarding optimization, growth design, and translating complex system requirements into simple, high-trust user experiences.

Former Apple Infrastructure Technical Program Manager, bringing systems thinking, execution rigor, and cross-functional leadership into product design work. Experienced working fully remote in async, documentation-first environments.

Core Skills

Product & UX Design (Web & Mobile), UX Strategy & User Research, Growth UX (Activation, Conversion, Retention), Onboarding & Lifecycle Design, Design Systems, Requirements Definition & System Flows, Prototyping & Usability Testing, Product Metrics & Experimentation, Cross-functional Collaboration (PM, Engineering), Remote / Async Product Development

Experience

Freelance Product Designer / UX Strategist (Remote) | 2021–Present
• Led end-to-end UX/UI design for SaaS, AI-enabled, and platform products from discovery through launch and iteration
• Defined functional requirements, system flows, and edge cases in close collaboration with engineers and product managers
• Redesigned onboarding experiences and activation flows to improve completion, conversion, and early engagement
• Conducted usability testing, analyzed behavioral data, and iterated post-launch to improve retention and feature adoption
• Worked fully remotely across multiple time zones using async, documentation-first workflows (Figma, Notion, Jira, Slack)

Technical Program Manager – Infrastructure Services | Apple | 2020–2021
• Led cross-functional infrastructure programs spanning engineering, operations, and external vendors
• Owned delivery milestones, dependency tracking, risk management, and release readiness for internal platform systems
• Built executive dashboards for service delays, reliability metrics, and system health reporting
• Applied reliability and systems-design principles that now inform scalable onboarding, platform UX, and friction reduction in product work

Technical Expert / Operations Lead | Apple | 2017–2019
• Improved operational efficiency through process redesign and workflow optimization
• Maintained high accuracy in monitoring and incident-tracking systems
• Created internal documentation and training materials to standardize support and escalation procedures

Education

University at Buffalo (SUNY) — Linguistics (coursework)

Tools

Figma, Adobe XD, Illustrator, Photoshop, Miro, Jira, Confluence, Slack, HTML/CSS (basic), ChatGPT, Claude

Languages

English — Native
Japanese — Daily conversation level