

# Hirokei Wailani

## Product Designer

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### SUMMARY

Product Designer with 5+ years of experience designing end-to-end mobile and platform products, specializing in systems thinking, high-frequency interactions, and scalable UX. Proven track record of improving user flows, reducing friction, and driving measurable product outcomes through thoughtful design and cross-functional collaboration. Former Apple Technical Program Manager with a strong foundation in execution, global operations, and translating complex workflows into intuitive user experiences.

### CORE SKILLS

Product Design · UX/UI · Interaction Design · Information Architecture · Prototyping · Design Systems · User Research · Data-Informed Iteration · Product Thinking · Cross-Functional Collaboration · Systems Optimization

### EXPERIENCE

#### Product Designer (Freelance)

*Remote · 2021–Present*

- Designed and shipped end-to-end product experiences for early-stage SaaS startups and B2B platform teams, improving user flow efficiency and reducing friction across critical user journeys
- Translated complex product requirements into scalable UX systems, increasing clarity and improving task completion across key interactions
- Led user research, prototyping, and iterative design cycles, enabling faster validation of product direction and reducing design rework
- Collaborated cross-functionally with product managers and engineers to define system behavior, improving alignment and reducing ambiguity during development
- Improved onboarding success by 20% and increased conversion rates by 30% through targeted UX improvements and flow optimization

#### Technical Program Manager

*Apple — Infrastructure Services · United States · 2020–2021*

- Operated cross-functionally across data center operations, vendor management, and vendor training in a global infrastructure environment
- Managed communication and execution across international vendors and distributed engineering teams, maintaining alignment across time zones and ambiguous, fast-moving conditions
- Built tracking and visibility systems to surface blockers, reduce delays, and optimize execution across concurrent confidential initiatives
- Defined product and system requirements in collaboration with engineering teams, improving system reliability and reducing breakdowns in critical workflows

#### Technical Expert

*Apple · United States · 2021–2023*

- Delivered technical support and customer-facing guidance with a focus on user experience, improving clarity and resolution speed across interactions
- Maintained high operational accuracy through structured problem-solving and consistent process execution in a high-volume environment

### **Technical Expert / Operations Lead**

*Apple · United States · 2018–2020*

- Improved workflow efficiency by 35% and maintained 99% operational accuracy through process optimization and structured problem-solving
- Standardized escalation processes and mentored team members, improving consistency and reducing issue resolution time across the team

### **SELECTED WORK**

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#### **Enterprise Initiative Tracker — [enterprise-design-desktop-1-1--waibyh.replit.app](#)**

Designed an internal platform addressing ownership ambiguity and cross-functional awareness across teams. Built real-time visibility into initiative status, reducing communication gaps and enabling faster, more accountable decision-making.

#### **Campaign Platform**

Built end-to-end workflows for campaign creation, creator submissions, and analytics, improving usability and efficiency in multi-step user flows.

#### **EV Dashboard**

Designed a driver-focused interface prioritizing visibility, safety, and real-time feedback, reducing cognitive load in high-attention environments.

### **TOOLS**

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Figma · Adobe XD · Illustrator · Photoshop · Miro · Jira · Confluence · HTML/CSS · AI Tools

### **EDUCATION**

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**University at Buffalo** — Linguistics

**Google UX Design Certificate** — Coursera

**HTML/CSS** — Unlock Code Academy