

HIROKEI WAILANI

Product Designer | UX & UI | AI-Fluent | ex-Apple

Osaka, Japan • Work Authorized (U.S. Citizen) • Remote-Ready • hirokeismith@gmail.com • hirokeismith.com • LinkedIn

SUMMARY

Product Designer with four years of independent design practice across mobile and platform-based products, plus five years at Apple in technical program management and customer-facing technical roles. Comfortable owning UX end-to-end — research, flows, IA, UI, prototyping, and post-release iteration — and partnering with engineering and product to ship. Two years of hands-on AI tools work (Claude, GPT, Cursor, Figma AI) integrated into design and operational workflows. Based in Osaka, fully work-authorized, remote-ready.

CORE CAPABILITIES

Mobile App UX/UI Design (iOS, Android) • UX Research & Flow Design • Information Architecture • Prototyping & Usability Testing • Design System Thinking • Cross-Functional Collaboration (Eng, PM, Design) • AI-Assisted Design Workflows • Post-Release Iteration • High-Frequency, Trust-Sensitive UX

EXPERIENCE

Independent Product Designer

2021–Present

Freelance • Remote, Japan-Based

- **End-to-end UX and product design:** Led UX and product design for mobile, SaaS, and platform-based products — from discovery and research through flows, prototypes, UI, and post-release iteration.
- **Mobile-first UX for real-world usage:** Designed app experiences focused on speed, clarity, and trust — for high-frequency interactions where small UX decisions compound across user journeys.
- **Cross-functional collaboration:** Partnered with product managers and engineers to define product requirements, system behavior, and shipping criteria — translating design decisions into clear specifications that engineering teams could build against.
- **AI-integrated design practice:** Built workflows that integrate Claude, GPT, Cursor, and Figma AI into the design process — from research synthesis and content drafting to prototype generation — keeping the AI fluency current and operational rather than theoretical.
- **Currently building:** Developing a mobile-first portfolio platform that lets designers be discovered without paying for traditional portfolio hosting — a response to the broken portfolio-first hiring model. Continues to inform my product thinking.

Technical Program Manager — Infrastructure Services

2020–2021

Apple • Competitive 1-Year Rotation

- **Cross-functional program scope:** Operated inside a 30–40 person organization spanning engineers, planners, and global vendors — coordinating technical and operational stakeholders on concurrent infrastructure initiatives.
- **Systems thinking at scale:** Built a real-time tracker covering 50+ concurrent line items spanning vendor work, procurement, and headcount — leadership's single source of truth for status and risk.
- **Stakeholder communication:** Managed high-visibility programs with executive oversight — translating technical complexity into clear status reporting for senior leadership.

Technical Expert — Customer Experience & Site Rollout

2021–2023

Apple • U.S.

- **Customer-facing technical resolution:** Led technical diagnosis and resolution at high volume (8–12 cases/day) with a 96% + quality rating — translating complex technical outcomes into clear, trust-building customer communication.
- **Site-level program execution:** Led site rollout of a worldwide platform upgrade program across a 30–40 person team — delivered training, built tracking, and drove a 3x site-level utilization improvement (2% → 6%).

Operations Lead

2018–2020

Apple

- **Process design and standardization:** Sustained 99% operational accuracy across high-volume inventory and transaction records — improved workflow efficiency by 35% by redesigning team processes and introducing structured execution frameworks.
- **Cross-functional vendor coordination:** Managed concurrent vendor work order processing across multiple vendors — tracking progress against quality and compliance standards.

Account Manager

2023–2025

State Farm • Concurrent with independent design practice

- **100+ account portfolio:** Managed a 100+ account portfolio with recurring metrics review, KPI tracking, and escalation management — maintained design practice in parallel.

TOOLS & METHODS

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

EDUCATION & CREDENTIALS

Google UX Design Certificate (Coursera) • HTML/CSS (Unlock Code Academy) • University at Buffalo (SUNY) — Linguistics Coursework • JLPT N2 (In Progress, Exam July 2026)