Yimin Pi

Product Designer

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SUMMARY

Product Designer with experience spanning startups and SaaS platforms, specializing in transforming complex workflows into intuitive, user-centered solutions. Skilled in end-to-end product design, from research and prototyping to scalable design systems. U.S. Citizen, authorized to work without sponsorship.

PROFESSIONAL EXPERIENCE

FORDIN AUTOMOTIVE / FOUNDING PRODUCT DESIGNER   Jun 2024 – Current

Leading all design efforts for Deelr Pro, an automotive SaaS platform developed under Fordin Automotive.

- Designed and shipped **end-to-end workflows** across dashboards, appraisal, and operational tooling, helping users plan, prioritize, and act efficiently within high-volume, real-time environments.
- Led redesign of a core operational workflow, resulting in a **40% increase in active usage** and a **2-day reduction in average task completion time**, by simplifying decision paths and reducing cognitive load.
- Led the **exploration, prototyping, and phased implementation of AI-powered experiences**, starting with concept validation and progressing toward production-ready workflows.
- Partnered with engineering to translate AI concepts into **implementable, constrained product experiences**, focusing on clarity, predictability, and user trust rather than open-ended automation.
- **Integrated an appraisal tool into the existing intake flow**, improving pricing accuracy and reducing average appraisal time from **30–60 minutes to 10 minutes.**
- Owned the **end-to-end design process**, from research and wireframing to prototyping, UI design, and developer handoff while collaborating directly with leadership, PMs, and engineers.
- Established the company's first **design system**, ensuring product and brand consistency while cutting design-to-dev handoff time.

STUDIO SALT / PRODUCT DESIGNER   Jun 2021 – May 2024

Led **10+ client projects** across **Web3**, **fintech**, and **SaaS**, owning end-to-end UX design from research to delivery and ensuring intuitive, human-centered solutions. This involved conducting interviews, designing, prototyping, and testing. Specialized in Figma for prototyping, enhancing collaboration and efficiency in the design process. Highlighted projects:

- **Blaz.ai**: Led the UX/UI design for a web3 smart contract testing platform. Worked closely with a cross-functional team of developers, blockchain experts, and product managers to align design vision with technical constraints and product goals. Facilitated beta testing and integrated feedback, ensuring technical feasibility alongside innovative design.
- **Jia**: Lead Product Designer for Jia's first mobile app, digitizing small business loans in Kenya and the Philippines, transitioning users from a fully offline model to an integrated online digital banking platform. Designed and developed an intuitive dashboard for loan application, tracking, repayments, and rewards system.
- **OpenAsk.me**: Contributed to the UX/UI design of a voice-based Q&A platform for the Web3 community. Contributed and managed a complex design system in Figma, addressing version control and diverse branding.

SELECTED SKILLS

Figma, Sketch, Webflow, HTML/CSS, Power BI, Tableau, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Indesign, Premiere Pro, Wireframing, Rapid prototyping, Usability testing

EDUCATION

MINNEAPOLIS COLLEGE OF ART AND DESIGN   Minneapolis, MN
Master of Fine Arts, Web Page, Digital/Multimedia and Information Resources Design
Bachelor of Fine Art, Major in Digital Design; Minor in Advertising

PROFESSIONAL CERTIFICATIONS

GOOGLE UX DESIGN CERTIFICATE   Online
TEACHING ART AND DESIGN ONLINE SERIES CERTIFICATE   Minneapolis, MN