Yimin Pi

Product Designer

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SUMMARY

Product Designer with experience across SaaS, web, and digital products. Specialized in delivering cohesive, high-quality visual and user experiences across websites, applications, and design systems. Experienced in end-to-end design, from concept and visual direction to execution and developer handoff. 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.
- Led visual and product design across web and SaaS platforms for Deelr Pro, ensuring cohesive brand expression and high-quality UI across dashboards, workflows, and customer-facing experiences.
- Designed and maintained a scalable **design system** covering UI components, layout, typography, and interaction patterns, improving consistency across product, website, and future marketing surfaces.
- Optimized the reconditioning flow, leading to up to **a 40% increase in active usage** and a **2-day average reduction** in reconditioning time.
- **Integrated an appraisal tool into the existing intake flow**, improving pricing accuracy and reducing average appraisal time from **30–60 minutes to 10 minutes.**
- **Prototyped future-facing AI features** such as automated video inspections and a BI assistant for alerts and analysis, helping leadership envision new product opportunities.

STUDIO SALT / PRODUCT DESIGNER   **Jun 2022 – May 2024**
Led **10+ client projects** across **Web3**, **fintech**, and **SaaS**, delivering cohesive digital experiences spanning websites, web apps, and brand-driven UI systems. Specialized in Figma for prototyping, enhancing collaboration and efficiency in the design process. Highlighted projects:
- **Blaz.ai**: Led UX/UI and visual design for a Web3 platform, aligning brand identity with complex technical workflows. 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**