

# Yimin Pi

## Product Designer

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### SUMMARY

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Product Designer with experience designing AI-assisted SaaS workflows across web and mobile products. Experienced in end-to-end design, from product strategy and prototyping to visual design systems and developer handoff. U.S. Citizen, authorized to work without sponsorship.

### PROFESSIONAL EXPERIENCE

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#### FORDIN AUTOMOTIVE / PRODUCT DESIGNER

Jun 2024 – Current

Leading all design efforts for Deelr, an automotive SaaS platform, including AI-assisted workflows across appraisal, inspection, reconditioning, and photo merchandising.

- Designed **AI-assisted vehicle inspection** concepts that used guided capture to help dealership teams document conditions faster and turn findings into actionable appraisal and recon insight.
- Designed **AI photo enhancement** workflows that helped teams transform raw vehicle images into cleaner, listing-ready assets while improving clarity around processing, quality, and next steps.
- 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

July 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

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Product Design, AI Product Design, Workflow Design, Interaction Design, Prototyping, Design Systems, UX Strategy, Usability Testing, Wireframing, Figma, Webflow, HTML/CSS, Adobe Creative Suite, Power BI, Tableau

### EDUCATION

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#### 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

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#### GOOGLE UX DESIGN CERTIFICATE

Online

#### TEACHING ART AND DESIGN ONLINE SERIES CERTIFICATE

Minneapolis, MN