

HIROMI FELDMAN

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PROFESSIONAL SUMMARY

Product Designer designing end-to-end for B2B enterprise SaaS. I work in close, ongoing collaboration with PMs and engineers, and stay close to customers through Customer Success and Support to bring their feedback directly into the product. I'm extending design ownership into implementation — prototyping quickly with AI tools, validating with stakeholders, then carrying validated designs through detailed design and pull requests — while driving design systems and accessibility improvements.

WORK EXPERIENCE

Product Designer — RevComm, Inc. (AI-powered Voice Analysis & Communication SaaS)

Remote · Jan 2023 – Present

- Collaborate with PdM and engineering, and work directly with Customer Success and Support to bring in customer feedback when user input is needed.
- Own design systems strategy: used AI-assisted codebase analysis to uncover token/color inconsistencies at scale, then rebuilt the color architecture and migrated components to a unified design system — cutting accessibility issues by ~36%.
- Expanded design ownership into implementation by leveraging AI coding tools to prototype, validate ideas with stakeholders, and contribute production-ready UI improvements through pull requests.
- Redesigned the CTI call flow configuration UI based on user research, cutting related support ticket volume roughly threefold post-migration.
- Designed the Auto-Call feature within the CTI system, contributing to a 5% increase in contract closing rates.
- Revamped inbound call configuration UI after Customer Success interviews, reducing configuration errors and related support tickets by 30%.

Freelance UI/UX Designer — Freelance

Remote · Mar 2022 – Dec 2022

- Designed onboarding and core screens for a meditation app, focusing on activation and retention.

UX Design Intern — Super Sonic Design Inc.

Remote · Nov 2021 – Mar 2022

- Designed web and mobile job listing pages for an outsourced recruitment client.
- Designed sample article pages for a client company in the content/article sales business.

Career Transition Preparation

May 2019 – Oct 2021

- Relocated internationally; completed self-directed study before formally entering UX/UI design.

Global Digital Asset Management — UNIQLO Co., Ltd.

Tokyo, Japan · May 2017 – Apr 2019

- Led digital asset management for UNIQLO's global online store, coordinating with teams in 18 countries to ensure brand and quality consistency across all digital touchpoints.
- Managed content performance tracking for UNIQLO Update business, utilizing data to drive growth — contributing to a 20K user increase and \$120K in sales.
- Collaborated cross-functionally with Design and Merchandising teams to optimize product communication and enhance the customer journey on the online store.

EDUCATION

National Institute of Technology, Ube College

SKILLS

User Research (Generative & Evaluative), Wireframing & Prototyping (Figma), Design Systems, Accessibility (WCAG), Interaction & Visual Design, Information Architecture, AI-Assisted Design & Development (Claude Code), Design Tokens, Responsive Design, Basic HTML/CSS, Agile/Scrum, Cross-functional Collaboration, Stakeholder Management

ADDITIONAL INFORMATION

Languages: English (business), Japanese (native)