

# Yuanyuan Hu

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## UX Lead, Cisco

2022 - Present

- Led a team of 5 designers across Business Units to create a network+security solution, with a 42% YoY growth in product sales.
- Introduced AI prediction and automation for massive-scale challenges.
- Conducted strategic workshops, aligning stakeholders and inspiring designs.
- Championed a user-centric approach, leading to increased customer satisfaction and a 90%+ renewal rate.

## Senior UX Architect, WPP

2021 - 2022

- Envisioned strategies and crafted UX for Fortune 100 companies.
- Introduced standout services such as the Walgreens Vaccination Scheduler and Sherwin-Williams DIY Journey.
- Established the Experience Lab to enhance POC development and pitches for new clients.

## Co-founder, Facula

2018 - 2021

- Assembled a 12-member agile team and built a global platform of accessible vision care, earning a 4.3-star rating in the App Store.

## Senior Product Designer, Salesforce

2020 - 2021

- Innovated Lexio, a pioneering AI-driven data storytelling platform using NLG.
- Crafted an E2E growth strategy that tripled conversion and retention.

## UX Designer, Nokia Bell Lab

2019 - 2020

- Guided a 5-people multidisciplinary team through 18 innovation initiatives,
- Fueled Nokia's innovation pipeline into flagship SaaS offerings, including the Nokia Business Supporting System (BSS).

## Product Manager, Yofish

2017 - 2019

- Led the development of China's first financial super app, achieving 1.2M MAU and clinching a "Best UX" accolade on the App Store.
- Boosted user engagement and retention with multi-platform campaigns.

## UI/UX Designer, Center for Digital Innovation

2015 - 2017

- Steered AI initiatives with industry leaders like Microsoft and Intel, laying the groundwork for visionary future use cases.
- Leveraged human-AI interactions to enhance predictive models.

## EDUCATION

### Master's, Computer Science

University of Pennsylvania

### Bachelor's, Industrial Design

Tongji University

## SKILLS

### Design:

User Experience Design

Information Architecture

Prototyping

Design System

Accessibility

### Research:

Usability Testing

Journey Mapping

Product Analytics

A/B Testing

### Leadership:

Product Vision

Product Management

Mentorship

Stakeholder Management

## TOOLS

Figma, Miro, Jira, InVision,

Sketch, Zeplin, Axure,

UserTesting, Adobe Suite,

HTML, CSS, JavaScript,

React, Google Analytics,

Tableau, AWS