

Portfolio

yuanUX.github.io

Contact

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Social

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Skills

User Experience Design

Interaction Design

Information Architecture

Project Management

User Research

Design Thinking

Design System

Web Development

Data Visualization

Competitive Analysis

Product Analytics

Tools

Figma

Sketch

InVision

Principle

HTML

CSS

JavaScript

React

Adobe cc

Adobe After Effects

Google Analytics

AWS

Education

Tongji University

2014 - 2018

Bachelor's Degree,

Industrial Design

Yuanyuan Hu

Let's make innovation happen :D

Senior Product Designer, Cisco

San Francisco Bay Area | 03/2022 - Present

Lead a team of domain experts, designers, researchers, and engineers to simplify Cisco's network control center. Collaborate with 7 engineering teams to build one seamless SaaS experience from 3 separate products. Design top-priority functions including configuration monitoring, and troubleshooting that directly drive billion-dollar recurring contacts.

For UX team: Demonstrate UX vision to executives to get resources and increase team visibility. Initiate biweekly trends and competitor readouts to keep the 40 designers inspired and aligned. Mentor designers on a day-to-day basis.

Innovation Consultant, Multiple Companies

United States | 11/2018 - Present

Helped companies and organizations with business transformation and product development: Built new functions for Salesforce that increased product retention rate by 240%; Designed online donating platform for FirstBook that delivers 2.3 million every month; Hosted design sprints for Nokia that defined the concept for 2 live products.

User Experience Designer, WPP

Kansas City | 02/2021 - 02/2022

Initiated and led innovation projects with in-depth market and user insights and proficiency in cutting-edge technology. Designed end-to-end, online-to-offline digital experiences for consumers and SaaS products for professionals.

Helped Sherwin-Williams win the DIY market with new services that acquired 20% more users per month and increased online average order value by 92%.

Founder & CEO, Facula

Chicago | 05/2018 - 04/2021

Found a healthcare startup focused on accessible and portable vision care. Developed the POC with 2 cofounders and get angel investment. Scaled the team to 12 people including product development and partnership and marketing. Launched the mobile app in both United States and China.

Product Manager & Designer, Yofish

Shanghai | 05/2017 - 08/2019

Redesigned the Yofish Stock app to simplify the experience. Prioritized features for releases and wrote PRDs. Led 6 engineers to deliver IOS and Android apps in four months, which got 1.2 million MAU upon release. Created H5 campaigns for user acquisition and retention.

UX Researcher, Center for Digital Innovation

Shanghai | 06/2016 - 05/2017

Planned and conducted qualitative and quantitative research to reveal trends, depict scenarios, and define users' needs. Created use cases where technology from the laboratory becomes applicable, useful, and profitable.