Yuanyuan Hu

Portfolio: **https://yuanux.github.io**

(312)709-9034
yuanyuan.hu@outlook.com
linkedin.com/in/yhu86/

EXPERIENCE

Product Design Lead, Cisco 2022 - Present

o Partner with product managers, engineering, user research, and sales representatives to define UX strategy and deliver high-fidelity, enterprise-grade user experiences.

o *AI Canvas:* Designed Cisco's first AI-native troubleshooting workspace, providing a unified experience for managing 1,000+ enterprise sites and reducing mean time to resolution by ~60%.

o *Cisco SASE*: Created an integrated secure networking solution from a North Star UX vision to end-to-end functions for site configuration, application and security policies, monitoring, and AI operations—driving 34% YoY growth.

o Led two global design squads (20+ designers), providing strategic direction, fostering collaboration, and driving high-quality design outcomes.

Senior UX Architect, VML, WPP plc 2021 - 2022

o Designed and launched 0→1 omnichannel services for Fortune 100 clients, delivering seamless, user-centric experiences that drive conversion.

o Led initiatives including *Sherwin-Williams E-commerce*, *Nvidia Omniverse Vision*, and *Walgreens Vaccine Services*.

o Founded an innovation pod and introduced a 3-week sprint model to rapidly deliver strategy, concept design, and proof-of-concept development.

Sr. Product Designer, Narrative Science, *acquired by* **Salesforce** 2020 - 2021

o Led a team of two to design *Lexio*, the first AI-powered data-storytelling platform—later evolved into *Salesforce AI Cloud.*

o Designed the dashboard experience with intuitive navigation, data visualization, customization, onboarding, and AI-driven recommendations.

o Led research and co-creation workshop to define roadmap and build a test-driven PLG strategy, tripling retention.

UX Lead, Nokia Bell Labs 2019 - 2020

o Guided a multidisciplinary team and collaborated with customers to design 10+ SaaS innovation concepts, incubating three products, including Nokia Business Support System (BSS).

Product Manager, Yofish Fintech 2017 - 2019

o Led the strategy and UX of the Yofish financial super app, achieved 1.2M MAU and a "Best UX" accolade on the App Store.

EDUCATION

Master's in Human Computer Interaction
Illinois Institute of Technology

Master's in Computer Science
University of Pennsylvania

Bachelor's in Industrial Design
Tongji University

SKILLS & TOOLS

Data & Strategy
Competitive Analysis, Roadmapping, Dual-Track Agile, North Star Visioning, MVP, Sprint/Scrum, OKR, Jira, A/B Testing, Google Analytics, Tableau, Pendo

User Experience & Interface
Design Thinking, Personas, User Journeys, Information Architecture, Wireframing, Usability Testing, Design Systems, Branding, Figma, Figma Design Tokens, Figma Make, Adobe CC, Miro, UserTesting

AI & Technical
Claude, Cursor, Lovable, HTML, CSS, JavaScript, React, Angular, AWS, Python, Java, Swift

Mentorship & Leadership
Knowledge Sharing, Design Critique, Career Coaching, Office Hours, Team Building, Cross-functional Collaboration, Strategic Guidance,