

Yuanyuan Hu

Portfolio: <https://yuanux.github.io>

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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 defining the North Star UX vision to delivering intuitive functions for site configuration, application policies, Next-Gen Firewall policies, security monitoring, and AI-driven 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, Lead of Innovation, VML, WPP plc 2021 - 2022

- o Designed and launched 0→1 omnichannel experiences for **Sherwin-Williams**, **Nvidia**, and **Walgreens**, specializing in seamless, user-centric online-to-offline journeys that boosted customer conversion.
- o Founded an innovation pod and introduced a 3-week sprint model to rapidly deliver strategy, concept design, and POC development.

Senior Product Designer, Narrative Science 2020 - 2021

- o Led a team of two to create **Lexio**, the first AI-powered data-storytelling platform—later evolved into **Salesforce AI Cloud**.
- o Conducted mixed-method research and led co-creation workshops to define the roadmap and develop a test-driven Product-Led Growth (PLG) strategy, increasing retention by 3x.
- o Designed the dashboard experience with intuitive navigation, data visualization, customization, onboarding, and AI-driven recommendations.

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,