

Yuanyuan Hu

Let's make innovation happen :)

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San Jose, CA

EXPERIENCE

UX Architect @Cisco

2022 - Present

Lead UX 2.0 project to simplify and unify the experience of managing enterprise networks, which drives cisco's \$34B core business.

Product Design Strategist @Salesforce

2020 - 2021

Formed the PLG team and designed E2E experiences that boosted retention rate by 240% and led 4 enterprise contracts.

Innovation Lead, Experience Designer @WPP

2021 - 2022

Helped Sherwin-Williams corner the DIY market by leading innovation projects driven by customer insights and inspired by technology.

Founder & CEO @Facula

2018 - 2021

Launched an O2O platform to connect patients with accessible healthcare.

Leader, New Venture @Nokia

2019 - 2020

Led a multi-disciplinary innovation team and engaged executives and customers to create blue ocean offerings from 0-1.

Senior Designer @Freelance

2018 - 2022

Facilitated business transformation and product development for companies including the City of Chicago, FirstBook, SHEEO, etc.

Product Manager @Yofish

2017 - 2019

Created China's first financial super app with 1.2 million MAU.

UX Designer @Center for Digital Innovation

2016 - 2017

Partnered with Intel, Huawei, and Microsoft to make new AI technologies applicable, useful, and profitable.

PORTFOLIO

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

SKILLS

User Experience Design

User Research

Information Architecture

Web Development

Design System

Product Management

Design Thinking

Competitive Analysis

Product Analytics

TOOLS

Figma

Adobe cc

React.js

UserTesting

Google Analytics

EDUCATION

Bachelor's Degree,
Industrial and Product
Design,
Tongji University
2014