Yuanyuan Hu

Portfolio
yuanUX.github.io

Contact
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Social
github.com/yuanyuanhu96
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Skills
UI/UX Design
Prototyping
Usability Test
Heuristic Evaluation
Web Development
Project Management
Design System
Data Visualization

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

Senior Product Designer, Cisco
San Francisco Bay Area | 03/2022 - Present

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

For the team: Demonstrate UX vision to executives to get resources and increase team visibility. Initiate biweekly competitors' readouts to keep the 40 designers updated and aligned. Mentored 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.