

Portfolio

yuanUX.github.io

Contact

(312)709-9034

yuan yuan.hu@outlook.com

Social

github.com/yuanyuanhu96

linkedin.com/in/yhu86

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

Yuanyuan Hu

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 controlling center. Collaborate with 7 engineering teams to build one seamless user experience from 3 separate products. Deliver top-priority functions in monitoring, troubleshooting, and configuration that drove billion-dollar recurring contacts.

For the design team: Initiate biweekly competitors' readouts and discussions to keep the team updated and aligned. Demonstrate UX vision to executives to get resources and increase team visibility. Helped designers with day-to-day challenges in design and collaboration.

Innovation Consultant, Freelance

United States | 11/2018 - Present

Helped companies/organizations with business transformation and product development: New functions for Salesforce Lexio that increase the retention rate by 240%; SaaS vision for Nokia which became Nokia Digital Operations Center; Online donating platform for Firstbook that sends 2.3 million books to children in need every month.

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.