

Portfolio

yuanyuanhu96.github.io

Contact

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Social

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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

Yuanyuan Hu

Senior Product Designer, Cisco

San Francisco Bay Area | 02/2022 - Present

Lead a team of domain experts, researchers, and engineers to simplify Cisco's web-based network controller. Collaborate with 7 engineering teams to build one seamless user experience from 3 separate SD-WAN products. Delivered top-priority functions in monitoring, troubleshooting, and configuration that drove billion-dollar recurring contacts.

Build and spread user-centric design practices. Educate stakeholders on UX essentials and the agile development process. Present product vision to executives to build alignment and informed product roadmap.

Innovation Consultant, Freelance

United States | 11/2018 - Present

Helped companies/organizations to transform business models and build product portfolios: Initiated and delivered new functions that increase the referral rate by 4 times and the retention rate of Salesforce Lexio by 240%. Delivered SaaS vision for Nokia that became Nokia Digital Operations Center. Created an online donating system for the First book that sends 2.3 million books to children in need every month.

User Experience Designer, WPP

Kansas City | 02/2021 - 01/2022

Initiated innovation projects with in-depth market and user insights and proficiency in cutting-edge technology. Created end-to-end, online-to-offline digital experiences for consumers and SaaS products for professionals.

Launched 4 projects that helped Sherwin-Williams acquire 40% more mobile users and increased online average order value by 92% and excel in the DIY market.

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. Launch the mobile app in both United States and China.

Product Manager & Designer, Yofish

Shanghai | 05/2017 - 08/2018

Redesigned the Yofish Stock app to simplify the experience. Prioritized features for releases and wrote PRDs. Led 4 engineers to deliver both IOS and Android apps in four months. It 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.