Yuanyuan Hu

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

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UX Lead, Cisco — 2022 - Present

- Led a team of 5 designers across Business Units to create a network+security solution, with a 42% YoY growth in product sales.
- Introduced AI prediction and automation for massive-scale challenges.
- Conducted strategic workshops, aligning stakeholders and inspiring designs.
- Championed a user-centric approach, leading to increased customer satisfaction and a 90%+ renewal rate.

Senior UX Architect, WPP — 2021 - 2022

- Envisioned strategies and crafted UX for Fortune 100 companies.
- Introduced standout services such as the Walgreens Vaccination Scheduler and Sherwin-Williams DIY Journey.
- Established the Experience Lab to enhance POC development and pitches for new clients.

Co-founder, Facula — 2018 - 2021

- Assembled a 12-member agile team and built a global platform of accessible vision care, earning a 4.3-star rating in the App Store.

Senior Product Designer, Salesforce — 2020 - 2021

- Innovated Lexio, a pioneering AI-driven data storytelling platform using NLG.
- Crafted an E2E growth strategy that tripled conversion and retention.

UX Designer, Nokia Bell Lab — 2019 - 2020

- Guided a 5-people multidisciplinary team through 18 innovation initiatives.
- Fueled Nokia's innovation pipeline into flagship SaaS offerings, including the Nokia Business Supporting System (BSS).

Product Manager, Yofish — 2017 - 2019

- Led the development of China's first financial super app, achieving 1.2M MAU and clinching a "Best UX" accolade on the App Store.
- Boosted user engagement and retention with multi-platform campaigns.

UI/UX Designer, Center for Digital Innovation — 2015 - 2017

- Steered AI initiatives with industry leaders like Microsoft and Intel, laying the groundwork for visionary future use cases.
- Leveraged human-AI interactions to enhance predictive models.

EDUCATION

Master's, Computer Science
University of Pennsylvania

Bachelor's, Industrial Design
Tongji University

SKILLS

Design:
User Experience Design
Information Architecture
Prototyping
Design System
Accessibility

Research:
Usability Testing
Journey Mapping
Product Analytics
A/B Testing

Leadership:
Product Vision
Product Management
Mentorship
Stakeholder Management

TOOLS

Figma, Miro, Jira, InVision, Sketch, Zeplin, Axure, UserTesting, Adobe Suite, HTML, CSS, JavaScript, React, Google Analytics, Tableau, AWS