

# Yuanyuan Hu

Let's make innovation happen :)

(312)709-9034

yuanyuan.hu@outlook.com

linkedin.com/in/yhu86/

## EXPERIENCE

### Senior Product Designer @Cisco

2022 - Present

Lead UX 2.0 projects to simplify and consolidate Cisco network products.

### 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.

### Design Strategist, Narrative Science @Salesforce

2020 - 2021

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

### Founder & CEO @Facula

2018 - 2021

Launched an O2O platform to connect patients with accessible healthcare.

### Leader, New Venture @Nokia Bell Lab

2019 - 2020

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

### Innovation Consultant @Freelance

2018 - 2022

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

### Product Manager & Designer @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/>

## EDUCATION

Bachelor of Engineering,  
Industrial and Product  
Design,  
Tongji University  
2014

## SKILLS

User Experience Design  
Project Management  
Information Architecture  
Design Thinking  
User Research  
Competitive Analysis  
Product Analytics  
Web Development

## TOOLS

Figma  
Adobe cc  
UserTesting  
Google Analytics  
Tableau  
React.js