Yuanyuan Hu

Let's make innovation happen :)

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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

Built a team of 12 and launched the o2o health care platform in both United States and China.

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

yuanUX.github.io
Password: 7843

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