

## Portfolio

yuanUX.github.io

## Contact

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## Social

github.com/yuanyuanhu96

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## Skills

User Experience Design

Interaction Design

Information Architecture

Project Management

User Research

Design Thinking

Design System

Web Development

Data Visualization

Competitive Analysis

Product Analytics

## 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

Let's make innovation happen :D

## Senior Product Designer, Cisco

San Francisco Bay Area | 03/2022 - Present

Lead a team of domain experts, designers, researchers, and engineers to simplify Cisco's network control center. Collaborate with 7 engineering teams to build one seamless SaaS experience from 3 separate products. Design top-priority functions including configuration monitoring, and troubleshooting that directly drive billion-dollar recurring contacts.

For UX team: Demonstrate UX vision to executives to get resources and increase team visibility. Initiate biweekly trends and competitor readouts to keep the 40 designers inspired and aligned. Mentor designers on a day-to-day basis.

## Innovation Consultant, Multiple Companies

United States | 11/2018 - Present

Helped companies and organizations with business transformation and product development: Built new functions for Salesforce that increased product retention rate by 240%; Designed online donating platform for FirstBook that delivers 2.3 million every month; Hosted design sprints for Nokia that defined the concept for 2 live products.

## 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.