Yuanyuan Hu

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EXPERIENCE

Product Design Lead, Cisco   2022 - Present

o Define UX strategy and deliver enterprise-grade, high-fidelity experiences through close collaboration with product management, engineering, user research, and sales.

o *AI Canvas:* Designed Cisco's first AI-native troubleshooting workspace, enabling simple, reliable management of 1,000+ enterprise sites and reducing mean time to resolution by ~60%.

o *Cisco SASE*: Created an integrated secure networking solution, from a North Star UX vision to end-to-end workflows for site configuration, unified policy, monitoring, and AI-driven operations—driving 34% YoY growth.

o Lead cross-product design squads, fostering knowledge sharing and design critiques that improved efficiency and elevated design quality.

Senior UX Architect, VML, WPP plc   2021 - 2022

o Designed and launched 0→1 omnichannel services for Fortune 100 clients, delivering seamless, user-centric experiences that drive conversion.

o Led initiatives including *Sherwin-Williams E-commerce*, *Nvidia Omniverse Vision*, and *Walgreens Vaccine Services*.

o Founded an innovation pod and introduced a 3-week sprint model to rapidly deliver strategy, concept design, and proof-of-concept development.

Sr. Product Designer, Narrative Science, acquired by Salesforce   2020 - 2021

o Led a team of two to design *Lexio*, the first AI-powered data-storytelling platform—later evolved into *Salesforce AI Cloud.*

o Designed the dashboard experience with intuitive navigation, data visualization, customization, onboarding, and AI-driven recommendations.

o Led research and co-creation workshop to define roadmap and build a test-driven PLG strategy, tripling retention.

UX Lead, Nokia Bell Labs   2019 - 2020

o Guided a multidisciplinary team and collaborated with customers to design 10+ SaaS innovation concepts, incubating three products, including Nokia Business Support System (BSS).

Product Manager, Yofish Fintech   2017 - 2019

o Led the strategy and UX of the Yofish financial super app, achieved 1.2M MAU and a "Best UX" accolade on the App Store.

EDUCATION

Master's in Human Computer Interaction
Illinois Institute of Technology

Master's in Computer Science
University of Pennsylvania

Bachelor's in Industrial Design
Tongji University

SKILLS & TOOLS

Data & Strategy
Competitive Analysis, Roadmapping, Dual-Track Agile, North Star Visioning, MVP, Sprint/Scrum, OKR, Jira, A/B Testing, Google Analytics, Tableau, Pendo

User Experience & Interface
Design Thinking, Personas, User Journeys, Information Architecture, Wireframing, Usability Testing, Design Systems, Branding, Figma, Figma Design Tokens, Figma Make, Adobe CC, Miro, UserTesting

AI & Technical
Claude, Cursor, Lovable, HTML, CSS, JavaScript, React, Angular, AWS, Python, Java, Swift

Mentorship & Leadership
Knowledge Sharing, Design Critique, Career Coaching, Office Hours, Team Building, Cross-functional Collaboration, Strategic Guidance,