

## PORTFOLIO

yuanyuanhu96.github.io

## CONTACT

(312)709-9034

yuanyuan.hu@outlook.com

## SOCIAL

github.com/yuanyuanhu96

linkedin.com/in/yuanyuan-hu-0

## SKILLS

UI/UX Design

Usability Testing

Heuristic Evaluation

Front-end Development

Project Management

## TOOLS

Figma

Sketch

Principle

Adobe cc

HTML

CSS

JavaScript

React

Premiere Pro

InVision

# Yuanyuan Hu

Kansas City, MO | Open to Relocate & Remote

## EDUCATION

### Master of Design, Human-Computer Interaction

Illinois Institute of Technology | GPA 3.9 | 2018 - 2020

### Bachelor of Engineering, Industrial Design

Tongji University | 2014 - 2018

## EXPERIENCE

### User Experience Designer, VMLY&R, WPP

Kansas City, MO | February 2021 - Present

Improved Sherwin-Williams' overall customer experience and increased sales by creating a connected e-commerce experience across web, mobile, and stores. Main Projects include Sherwin PRO+ APP, Project Bidding Tools, and Virtual Color Consultation Service.

Led Innovation projects from 0 to 1, created wireframe, tested POC, iterated design, and supported development till the release. The product and service I created have doubled the AOV and helped Sherwin get new users.

### Product Design Intern, Narrative Science, Salesforce

Chicago, IL | August 2020 - December 2020

Researched new user behavior of Lexio - our flagship data storytelling product. Created sharing functions and onboarding experience and that boosted retention rate by 240%. On the side, I Updated the design system with new components, conducted a/b testing, and built company-wise human-centered practice.

### UX Design Intern, Venture Studio, Nokia

Naperville, IL | June 2019 - August 2019 & June 2020 - August 2020

Led multi-disciplinary teams through the research and design process to create a suite of SaaS solutions for global service providers and their customers to harness the potential of 5G. My designs helped build Nokia's portfolio and led to sales in the new vertical.

### Innovation Consultant, Self Employed

Chicago, IL | December 2018 - February 2021

Helped Nonprofits in education, women's rights, sustainability to design business models and product portfolios; Consulted with clients, taught design thinking frameworks, organized co-creating workshops, and delivered recommendations or proposals.

### Product Manager, Yofish Fintech

Shanghai | March 2018 - August 2018

Identified requirements and designed wireframes, led UI, development, and operation teams. Delivered the lite version of our Lottery app within four months. It got millions of MAU after release.

### Research Assistant, Center for Digital Innovation

Shanghai | July 2017 - July 2018 |

Worked for clients including Intel and Huawei. Researched and designed use cases for robotics and AI system. Worked with computer scientists to design user intention prediction models and interaction frameworks.