Yuanyuan Hu

A passionate **user experience designer** and **team player**
who brings technologies from the lab to everyday life
to build a desirable future for all.

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PROFESSIONAL EXPERIENCE

Experience Designer, VMLY&R | 02/2021 - Present | Kansas City, MO |

Designing painting program management tools for Sherwin-Williams customers.

○ Ideating and prototyping based on a deep understanding of users and business;
○ Creating from E2E user journey, user flow, to clickable prototype that defines new product experience;
○ Collaborating with client and internal team to keep solutions aligning with user needs.

Design & Research Intern, Narrative Science | 08/2020 - 12/2020 | Chicago, IL |

Designed the onboarding experience of Lexio - a B2B data storytelling product.

○ Researched new users' behavior for strategic roadmap and product development.
○ Formed a user-centric approach in the product team by conducting cocreations;
○ Designed a suite of solutions from the content library, and new collaborating features to communicating and enhancing the value that Lexio can provide.

Research & Design Intern, Nokia | 06/2020 - 08/2020 | Naperville, IL |

Led the research and created a new SaaS concept for future portfolio consideration.

○ Initiated user research and competitive analysis to find product opportunities;
○ Facilitated design in an interdisciplinary team to develop a new product concept;
○ This concept was recognized by senior executives and moved for further validation.

UX Design Intern, Nokia | 06/2019 - 08/2019 | Naperville, IL |

Designed transformational business support systems for 5G service providers.

○ Co-created ideas with executives, and developed three distinct product concepts;
○ Designed user flows, information architecture, and UI, presented with user journeys;
○ These concepts have evolved into a key product of Nokia Software.

Product Manager, Yofish Fintech | 03/2018 - 08/2018 | Shanghai |

Designed the simplest and gameful online lottery platform for younger users.

○ Prioritized requirements from the business, user, and technology perspectives;
○ Designed information architectures and interactions, leveraging reusable modules;
○ Iterated product requirement documents and coordinated design and development.

Research Assistant, Tongji University | 07/2017 - 03/2018 | Shanghai |

Researched on interactions that helped personal robots to learn - with Intel

○ Designed and conducted field trials for new robotic technologies;
○ Researched interaction design for adaptive learning robotic systems.

Researched user intention prediction model for proactive car HMI - with Huawei

○ Categorized scenarios and functions by the content needs and design patterns;
○ Developed interaction frameworks and prediction models with computer scientists;
○ Suggested use cases, highlighting data-gathering approaches.

EDUCATION

Illinois Institute of Technology
Master of Design,
Human-Computer Interaction
GPA: 3.86
08/2018 - 12/2020

Tongji University
Bachelor of Engineering,
Industrial Design
09/2014 - 07/2018

SKILLS

User-centered Design

Insights Framing
Workshop Facilitation
Heuristic Evaluation
Usability Test

Interaction Design

User Flow
Information Architecture
Wireframe
UI Design
Sketch & InVision & Principle
Figma & Adobe XD

Other Skills

HTML & CSS & JavaScript
Adobe Premiere Pro
Adobe Illustrator
Data Visualization

AWARDS

Fast Company's 2020
Innovation by Design Awards
Students Category Finalist

China-US Young Maker
Competition (2017)
Second Prize

Design Shanghai Exhibition
(2016) Outstanding Participants