

PORTFOLIO

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CONTACT

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Kansas City, MO

Open to Relocate & Remote

SOCIAL

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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

A Full-stack Product Designer

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

Kansas City, MO | February 2021 - Present

Improved Sherwin-Williams' overall digital experience across platforms by creating new businesses management tools, consistent and connected e-commerce experience. It increased the average order value by 36%.

Led innovation projects, presented to product owners and strategy teams. Handed off final design to developers with specifications, user flow, and Hi-Fi prototypes, providing support alongside.

Innovation Consultant & Facilitator, 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 Design Intern, Narrative Science

Chicago, IL | August 2020 - December 2020

Researched new user behavior of our BI tool, created assets library and commenting functions that boosted retention rate by 10%, meanwhile, designed design system components, conducted a/b testing, and built human-centered culture.

Product Design Intern, Nokia

Naperville, IL | June 2020 - August 2020

Led a multidisciplinary team through the design process and created transformational business supporting solutions for global service providers. My designs helped build Nokia's portfolio and led to sales in the new vertical.

Research Intern, Nokia

Naperville, IL | June 2019 - August 2019

Researched best practices of innovative product development. Initiated user research and competitive analysis to identify product opportunities. Created user journeys, product prototypes, and innovation playbooks.

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 Intern, Tongji 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.