

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.

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 co-creations;
- Designed a suite of solutions including content library and collaboration functions to communicate and enhance 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 interactions that help personal robots to learn - with Intel

- Designed real-life scenario and conducted field trials for new robotic technologies including SLAM, natural dialog, facial recognition;
- 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.

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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