

Yuanyuan Hu

A full-stack product designer and proactive team player

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SKILLS

Design: Wireframe, UI Design, User Flow, Information Architecture, Figma, Sketch, InVision, Principle, Adobe cc.

Research: Usability Test, Workshop Facilitation, Heuristic Evaluation, A/B Testing, Google Analytics.

Implementation: Product Roadmap, HTML, CSS, JavaScript, React.js, D3.js, After Effects, Premiere Pro, 3D printing.

EXPERIENCE

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

- Working for Sherwin-Williams to improve their overall digital experience across mobile, web, and in-store kiosks.
- Creating businesses tools for painting professionals, crafting a consistent and connected e-commerce experience.
- Presenting to product owners and strategy teams, iterating designs based on stakeholder feedback and user test results.
- Handing off final design to developers with specifications, user flow, and Hi-Fi prototypes, providing support alongside.

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

- Designed the onboarding experience of our new AI-based BI product - Lexio.
- Researched new user behavior and prioritize user needs for strategic planning and product development.
- Created commenting functions that provide team value and boosted our retention rate by 10%.
- Updated design system and facilitated design thinking company-wide.

New Product Innovation, Nokia | 06/2020 - 08/2020 | Naperville, IL |

- Led a multidisciplinary team through the design process and created new business solutions for global service providers.
- Created and communicated valuable use cases with customer-centric storylines and interactive prototypes.
- My designs helped build Nokia's business support systems portfolio and led to sales opportunities.

Research Intern, Nokia | 06/2019 - 08/2019 | Naperville, IL |

- Researched the most innovative companies and best practices of embedding innovation in product development.
- Initiated user research and competitive analysis to identify product opportunities and conducted concept tests.
- Facilitated design in an interdisciplinary team and delivered user journeys, product prototypes, innovation playbooks.

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

- Designed the lite version of the lottery App to be simple while playful, for the younger segmentation.
- Synthesized and prioritized business and user requirements, conducted heuristic evaluations and competitive research.
- Brainstormed ideas and drew the wireframe for UI and promotional campaigns and wrote product requirement documents.
- Delivered IOS and Android apps within 4 months by leveraging existing components. It then reached 1.2 million MAU.

Research Intern, Tongji CDI | 07/2017 - 07/2018 | Shanghai |

- Researched interaction patterns for human-machine systems, especially for gathering data from seamless interactions that enhance machine learning.
- Designed and implemented field trials and usability tests for Intel's new robotic technologies and products.
- Researched user intention prediction model with Huawei's team for proactive car HMI system.

EDUCATION

Illinois Institute of Technology | 08/2018 - 12/2020 |

Master of Design, Human-Computer Interaction (GPA: 3.9)

Tongji University | 09/2014 - 07/2018 |

Bachelor of Engineering, Industrial Design-Interaction Design Track