

# Yuanyuan Hu

A product designer and team player

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## SKILLS

**Research:** Stakeholder Interview, Workshop Facilitation, Heuristic Evaluation, Usability Test, Google Analytics.

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

**Implementation:** 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 platforms.
- Creating project management tools for painting businesses from zero to one, redesigning the Sherwin PRO+ app, optimizing consulting service backstage.
- Collaborating with product owners and strategy teams, iterating designs based on stakeholder feedback and 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 Lexio - our flagship data storytelling product, that increased retention by 10%.
- Researched new user behavior, especially onboarding barriers, for strategic planning and product development.
- Designed onboarding features, content library, collaboration functions to communicate and enhance product value.
- Built a user-centric culture and conducted co-creation sessions in the company.

**Venture Studio Intern, Nokia** | 06/2020 - 08/2020 | Naperville, IL |

- Led the research and designed a new SaaS product - this project is still confidential.
- Initiated user research and competitive analysis to find product opportunities and conducted concept tests.
- Facilitated design in an interdisciplinary team to develop a new product concept and interaction design.

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

- Designed business support systems for telecommunication service providers to transform their business.
- Co-created ideas with executives, synthesized ideas, and delivered three distinct product concept videos.
- Designed user flows, information architecture, and key screens for the new product experience.

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

- Designed the lite version of Caiyi 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 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