PORTFOLIO

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Password: 0133

CONTACT

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SOCIAL

github.com/yuanyuanhu96
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SKILLS

UI/UX Design
Prototyping
Usability Test
Heuristic Evaluation
Web Development
Project Management
Design System
Data Visualization

TOOLS

Figma
Sketch
InVision
Principle
HTML
CSS
JavaScript
React
Adobe cc
Adobe After Effects
Google Analytics
AWS

EDUCATION

Master's,
Human-Computer Interaction,
Illinois Institute of Technology,
2018 - 2020

Bachelor's,
Industrial Design,
Tongji University,
2014 - 2018

Yuanyuan Hu

EXPERIENCE

Product Designer III, Cisco | San Jose, CA | 2022 - Present

Lead feature development from requirement definition, wireframing, and Hi-Fi Figma prototype, to pixel-perfect implementation. Create SaaS solutions for network engineers to design and operate their corporate network. Collaborate with 7 teams to build one seamless user experience from 3 separate SD-WAN products. Present product vision to stakeholders and executives to get alignment and resources.

Experience Designer, WPP | Kansas City, MO | 2021 - 2022

Created digital services for Sherwin Williams and Walgreen from 0 to 1. Deliverables included cross-platform shopping experiences for consumers and SaaS products for professionals. Launched 4 projects that acquired 40% more mobile users and increased online average order value by 92%. Led innovation project and delivered tested POC to influence business strategy.

Product Design Intern, Salesforce | Chicago, IL | 2020

Conducted qualitative and quantitative research to understand the adoption barriers of our AI-powered BI product - Lexio. Designed onboarding and collaboration features, which increased retention rate by 240% and drove the biggest ever contract.

UX Design Intern, Bell Lab, Nokia | Naperville, IL | 2019 & 2020

Led a 5-people multi-disciplinary team through the HCD process to uncover 5G potential for clients and end users. Hosted design sprints with stakeholders and delivered high-fidelity prototypes and marketing assets. My design is the precursor of the Nokia Digital Operations Center.

Innovation Consultant, Self Employed | Chicago, IL | 2018 - 2021

Helped Nonprofits in education, women's rights, and sustainability to transform business models and build product portfolios; Consulted with clients, taught design thinking frameworks, organized co-creating workshops, and delivered design and implementation plans.

Product Manager & Designer, Yofish Fintech | Shanghai | 2017 - 2018

Redesigned the Yofish Stock app to simplify the experience. Prioritized features for releases and wrote PRDs. Led 4 engineers to deliver both IOS and Android apps in four months. It got 1.2 million MAU upon release. Created H5 campaigns for user acquisition and retention.

UX Designer, Center for Digital Innovation | Shanghai | 2016 - 2017

Worked for clients including Intel and Huawei. Researched and designed use cases for robotics and AI systems. Worked with computer scientists to design user intention prediction models and UI patterns.