PORTFOLIO

yuanyuanhu96.github.io

CONTACT

(312)709-9034
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SOCIAL

github.com/yuanyuanhu96
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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

Kansas City, MO | Open to Relocate & Remote

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.

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.

UX Design Intern, Nokia

Naperville, IL | June 2019 - August 2019 & June 2020 - August 2020

Led multi-disciplinary teams through the research and design process to create transformational business-supporting solutions for global service providers. My designs helped build Nokia's portfolio and led to sales in the new vertical.

Innovation Consultant, 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 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, 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.