

Yuanyuan Hu

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SKILLS

User-centered Design: Insights Framing, Workshop Facilitation, Heuristic Evaluation, Usability Test.

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

Development and Communication: HTML, CSS, JavaScript, Adobe Premiere Pro, Adobe Illustrator, Data Visualization.

EXPERIENCE

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

- Designing project management and eCommerce experience for professional painting customers.
- Working with clients, designers, and researchers to keep solutions aligning with user needs.
- Creating products from zero to one, which helps users optimize their workflow and access services seamlessly.
- Handing off user flow and high fidelity prototype to the development team and providing support.

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

- Designed the onboarding experience of the business intelligence tool - Lexio
- Researched new user behavior, especially onboarding barriers, for strategic planning and product development.
- Designed onboarding features, content library, new collaboration functions to communicate and enhance product value.
- Helped the team form a user-centric culture and conducted co-creation workshops.

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 evaluation 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.

Intern - Center for Digital Innovation, Tongji University | 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: 3.86)

Tongji University | 09/2014 - 07/2018 |

Bachelor of Engineering, Industrial Design

AWARDS

2020 Fast Company Innovation by Design Awards | 2017 China-US Young Maker Competition