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: 3.86)

Tongji University | 09/2014 - 07/2018 |
Bachelor of Engineering, Industrial Design-Interaction Design Track