

## PORTFOLIO

yuanyuanhu96.github.io

## CONTACT

(312)709-9034

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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 II, Cisco | San Jose, CA | 2022 - Present

Build a one-stop NaaS solution that empowers network admins to purchase, configure, operate, and analyze their network in the cloud. The exceeding UX and clouds integration drive Cisco's growth today and in the future.

Lead feature development from requirement definition to pixel-perfect UI implementation. Work with the QA team to meet WCAG 2.1 AAA Standards.

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

Created digital capabilities for Sherwin Williams and Walgreen starting from identifying users' needs and market opportunities. Led innovation projects from 0 to 1, from MVP to scale. Delivered connected eCommerce experiences across platforms for customers and seamless workflow for staff, which doubled the online AOV in 2021.

### 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 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.

### Research Assistant, Center for Digital Innovation | Shanghai | 2017

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 UI patterns.