

# Yuanyuan Hu

Portfolio: <https://yuanyuan.dev/>

## EXPERIENCE

**Senior Product Designer, Cloudflare** 2025 - Present

- o Lead **Observability** design across all Cloudflare product pillars, including **Compute, AI, Network**, and **Security**.
- o Refreshed 83% of the analytics dashboard with rich data visualizations, AI suggestions, and end-to-end workflows tailored to different audiences.
- o Built Design Pro, an **AI agent** providing 30+ UI patterns to democratize the delivery of high-quality, user-centric product experiences.

**Product Design Lead, Cisco** 2022 - 2025

- o Led global designers to create **Cisco SASE**, achieving 34% YoY growth and “Superior User Experience” recognition from TrustRadius.
- o Researched and designed 20+ AI use cases and partnered with AI engineers to fine-tune the **Cisco Deep Network Model**.
- o Designed the **Cisco AI Canvas**, enabling simple, reliable management of 1,000+ enterprise sites and reducing average troubleshooting time by 92%.

**Senior UX Architect, VML, WPP plc** 2021 - 2022

- o Designed and launched 0→1 omnichannel services for Fortune 100 clients, including **Sherwin-Williams E-commerce, Nvidia Omniverse**, and **Walgreens Vaccine Service**.
- o Founded the Innovation Pod and created 10+ demos using React, Node.js, Swift, and Java, achieving a 58% RFP success rate.

**Sr. Product Designer, Narrative Science**, acquired by **Salesforce** 2019 - 2021

- o Built **Lexio**, the first AI data-storytelling platform, from 0 to 1, achieving 280% quarterly growth; later became **Salesforce AI Cloud**.
- o Co-created strategy, roadmaps, and product requirements with customers, executives, and cross-functional partners.
- o Pioneered AI-human interaction design for **early-stage LLMs**, making them usable in production and driving direct business outcomes.

**Product Manager, Yofish Fintech** 2017 - 2019

- o Launched **Yofish**, the **first financial super app** in the Asian market, executing an innovation-driven strategy to differentiate against competition.
- o Managed monthly releases and weekly campaigns with a two-engineer team, achieving 1.2M MAUs and “Best UX” accolade in the App Store.

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## EDUCATION

**Master’s in Computer Science**

University of Pennsylvania

**Master’s in Human-Computer Interaction**

Illinois Institute of Technology

**Bachelor’s in Industrial Design**

Tongji University

## SKILLS & TOOLS

### Product Strategy

User Research  
Competitive Analysis  
Product Analytics  
Roadmap  
Product Requirements  
A/B Testing

### UI/UX Design

Persona  
User Journey  
Information Architecture  
Interaction Design  
UI Design  
Design Systems  
Figma, Miro, Adobe CC

### AI & Engineering

Claude Code  
Figma Make  
HTML, CSS, Tailwind  
JavaScript, TypeScript  
React, Angular  
Node.js  
Swift  
Java  
Python  
SQL  
Google AI Studio  
Storybook