Yuhan Hu

Senior Product Designer | AI & Platform Experiences

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Product designer with 12+ years of experience, operating at a senior level across complex platforms, AI-powered experiences, and consumer products, with strong hands-on research expertise.

Combines systems thinking, information architecture, and visual craft to turn ambiguous problems into clear product direction. Sets long-term product vision, aligns senior stakeholders across connected products, and leads design from discovery through delivery.

Currently at Amazon, driving design direction for Recruiting Hub, a required daily workspace for all Talent Acquisition employees, with projected savings of 70K+ hours annually. Earlier work at Wunderman Thompson includes IKEA and Volkswagen.

Seattle-based | Canadian citizen | Eligible for TN work authorization upon offer | No lottery required

Selected Highlights

- **Product vision & AI:** Set the long-term vision for Recruiting Hub, a **required daily workspace** for all Amazon Talent Acquisition employees, unifying multiple recruiting products into one role-based experience. User acceptance testing with 25+ users averaged **4.7/5**, with projected annual savings of **70K+ hours (~$935K)**. Designed AI search, assistant, and agent workflows.
- **User research:** Ran moderated and unmoderated usability studies with **hundreds of participants** at Amazon, turning findings into product strategy, multi-quarter roadmap priorities, and interaction design decisions across connected products.
- **Strategic redesign:** Reframed a technical migration as a redesign of candidate evaluation, resolving legacy UX debt and setting a shared interaction framework across two connected workflows. Post-launch Resume Review: SUS **82**, **92%** positive ease-of-use, **88%** customer satisfaction.
- **Influence & mentorship:** Presented research-backed concepts in executive reviews to align stakeholders across connected products. Mentored junior designers through regular design reviews and advocated for accessibility standards.
- **Consumer experience:** Led Volkswagen Canada's website redesign and a used-car buying and selling tool. Defined information architecture, content strategy, and CMS migration for **150+ website pages**; adapted a global design system to Canadian needs.

Skills

- **Strategy & Leadership:** Product & UX Strategy, Platform & Systems Design, Senior Stakeholder Management
- **Design:** Interaction Design, Information Architecture, Visual Design & Storytelling, Design Systems & Accessibility
- **Research & AI:** User Research, Human-AI Interaction, Rapid Interactive Prototyping

Experience

Amazon | UX Designer — 11/2021 - Present

Seattle, USA

- Set the long-term vision and designed role-based, configurable workflows for Recruiting Hub, a required daily workspace for all Amazon Talent Acquisition employees, bringing information, priorities, and tasks from multiple recruiting products into one unified experience. User acceptance testing with 25+ users in Q3 2026 yielded an average rating of 4.7/5, with projected annual savings of 70K+ hours and approximately $935K.
- Designed AI assistant and agent workflows within Recruiting Hub to support daily recruiting work, including natural-language search that translates user intent into structured, editable filters so users can review and correct AI interpretations while maintaining control.
- Led the redesign of Resume Review and Rapid Review within a technical migration, addressing legacy usability issues and defining shared interaction patterns and a consistent design framework across connected candidate evaluation workflows.
- Led end-to-end product design across multiple recruiting products, from discovery and user research through information architecture, interaction design, prototyping, and delivery in partnership with Product and Engineering. Translated findings from moderated and unmoderated usability studies into design recommendations, product strategy, and multi-quarter roadmap priorities.
- Presented research-backed concepts and design rationale in executive reviews, aligning stakeholders across connected products on priorities and design tradeoffs. Mentored junior designers through regular design reviews and actionable feedback, and advocated for accessibility and consistent interaction standards across initiatives.

Goodfood | Product Designer — 07/2021 - 11/2021

Toronto, Canada

- Designed end-to-end web and mobile experiences across customer-facing products and internal operational tools for a Canadian meal-kit platform.
- Partnered with product and engineering to simplify warehouse workflows and translate operational constraints into usable product experiences.

Wunderman Thompson | UX/UI Designer — 08/2018 - 07/2021

Toronto, Canada

- Led UX design for large-scale digital products across automotive, retail, loyalty, and content experiences, partnering with multidisciplinary teams from discovery through implementation.
- Led UX for Volkswagen Canada's website redesign and designed a used-car buying and selling tool.
- Designed IKEA Family digital membership journeys and a consumer content hub for Dairy Farmers of Canada, contributing to UX and UI design as well as original illustration work.
- Conducted UX research, customer journey mapping, and accessibility audits against WCAG 2.1 AA, translating findings into product recommendations and client roadmaps.

Experience

Torinit Technologies | UI/UX Designer — 07/2017 - 06/2018

Toronto, Canada

- Designed web and mobile applications for B2B and B2C clients, taking projects from discovery and interaction design through high-fidelity design and developer handoff.

Synthescape Art Imaging | Digital Designer — 06/2014 - 06/2017

Toronto, Canada

- Created interactive digital experiences for museums, galleries, and cultural institutions, combining visual storytelling with interface and interaction design.

Education

Bachelor of Arts: Animation

Communication University of China

Post-Graduate Certificate: Web Design

Sheridan College

Awards & Recognition

Selected awards and nominations for *My Grandpa (2012)*, my independent animated short.

Best Short Animated Film | Chinese Short Film Media Awards — **2013**

Best Original Screenplay | Beijing Film Academy Awards — **2012**

Best Animation | Beijing Intercollegiate Film Festival — **2013**

4th Prize, China Regional Competition | TBS DigiCon6 Awards — **2013**

Nominee for Best Original Screenplay | Golden Monkey King Awards — **2012**

Nominee for Best Character Animation | White Poplar Awards — **2012**