

Yuhan Hu

Senior Product Designer

Product designer with strong hands-on research expertise and experience across complex platforms, AI-powered experiences, and consumer products.

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

Experience includes nearly five years at Amazon designing enterprise platforms, alongside earlier agency work on consumer experiences for IKEA and Volkswagen.

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

Selected Highlights

- **Product vision & AI:** Shaped the long-term vision for Recruiting Hub, a **required daily workspace** for all Amazon Talent Acquisition employees. Translated user research and stakeholder priorities into a unified, role-based experience across recruiting products, helping teams find relevant information, prioritize tasks, and complete daily work more efficiently. Designed AI search, assistant, and agent workflows to reduce manual effort and streamline recruiting operations.
- **User research:** Conducted moderated and unmoderated usability studies involving **hundreds of participants** at Amazon. Translated findings into product strategy, roadmap priorities, and interaction design decisions across connected products, grounding team decisions in evidence from users.
- **Strategic redesign:** Reframed a technical migration as a strategic redesign of candidate evaluation, resolving legacy UX debt and establishing a shared interaction framework across two connected workflows. Post-launch benchmarking of Resume Review showed a System Usability Scale (SUS) score of **82**, a **92%** positive ease-of-use rating, and **88%** customer satisfaction.
- **Consumer experience:** Led Volkswagen Canada's website redesign and designed a used-car buying and selling tool. Defined information architecture, content strategy, and CMS migration plans for **150+ website pages**. Adapted a global design system to Canadian market needs, balancing brand consistency with local customer and content requirements.

Contact

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Portfolio

yuhanhu.com

Password: Amazon

Skills

- Human-AI Interaction
- Rapid Interactive Prototyping
- Product & UX Strategy
- Platform & Systems Design
- Interaction Design
- Design Systems & Accessibility
- User Research
- Information Architecture
- Visual Design & Storytelling

Education

Bachelor of Arts: Animation
Communication University of
China

Post-Graduate Certificate:
Web Design
Sheridan College

Experience

Amazon | UX Designer II

11/2021 - Present

Seattle, USA

- Led end-to-end product design across multiple recruiting products, taking ambiguous problems from discovery and user research through information architecture, interaction design, prototyping, and delivery in partnership with Product and Engineering.
- Shaped the long-term vision and designed role-based, configurable workflows for Recruiting Hub, a required daily workspace for all Amazon Talent Acquisition employees. Brought information, priorities, and tasks from multiple recruiting products into a unified experience, helping teams identify what needs attention, prioritize work, and complete recruiting tasks more efficiently. 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. Designed natural-language search interactions that translate user intent into structured, editable filters, enabling users to review and correct AI interpretations while maintaining control.
- 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.
- Led the redesign of Resume Review and Rapid Review within a technical migration, addressing legacy usability issues and defining shared interaction patterns across connected candidate-evaluation workflows. Established a consistent design framework to guide implementation across both experiences.
- Mentored junior designers through regular design reviews and actionable feedback. Advocated for accessibility and consistent interaction standards, helping teams maintain design quality 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.

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**