

HANYUE HU

Senior UX Designer

www.hanyue.design
+1 650.505.4504
hhy.hanyue.hu@gmail.com

EDUCATION

Carnegie Mellon University
Pittsburgh, PA · 2014–2015
Master of Integrated Innovation
for Products & Services
[A multidisciplinary program combining
design, engineering and business]

Zhejiang University
Hangzhou, China · 2010–2014
B.A. English Literature
B.Eng. Industrial Design
[Double-degree elite program,
integrated design with business,
technology, culture, and users]

**Singapore Univ. of Technology
& Design**
Singapore · Fall & Winter 2013
Architecture & Sustainable Design
Exchange Student

SKILLS & Tools

Interaction Design
Design Strategy · Storyboarding
Usability Research · User Testing
Prototyping · UX Architecture
Sketch · Figma

Visual Design
Data Visualization
Animation · Video Making
Adobe Illustrator · Photoshop
Adobe After Effects

Hardware Prototyping
Arduino · Particle · Raspberry Pi
Rhinoceros · Keyshot · 3D Printing
Woodshop · Laser & Vinyl Cutting

Programming
HTML/CSS · Java · Python
P5.js · D3.js · Processing

Languages
English · Chinese

PROFESSIONAL EXPERIENCE

SAP · Palo Alto, CA
Senior User Experience Designer May 2019 – Present
Led end-to-end UX for SAP Sales Cloud Web App and Lead Mobile App, driving continuous design iteration and user feedback integration.
Partnered with PM and Engineering to optimize complex enterprise sales workflows, ensuring high-quality feature delivery and adoption.
Spearheaded 0-to-1 exploratory design and conceptualization for strategic initiatives, translating ambiguous ideas into interactive prototypes, user journeys, and early-stage web/mobile app experiences.

Infosys Limited, Innovation Lab · Palo Alto, CA
User Interface Lead / Senior Instructional Designer Jun 2015 – May 2019
Designed user experience for multi platform spanning mobile, web, AR/VR, robotics and IoT. Delivered end-to-end conceptual design, hardware prototyping, and interaction design for phygital experience projects

SELECTED PROJECTS

SAP Sales Cloud Native Mobile App Oct 2023 – Present
Lead UX Design · SAP Labs
Led UX design and rapid iteration for SAP Sales Cloud native mobile apps, translating intricate enterprise logic into intuitive user experiences driven by user feedback.

SAP Sales and Service Cloud - Guided Selling & Core Modules Jul 2021 – Present
Lead UX Design · SAP Labs
Served as Design Owner for core sales modules (Guided Selling, Network Center, Pipeline Management), driving end-to-end design, rapid cross-functional execution, and continuous user research.
Acted as the pilot team to define foundational design patterns for the Lead-to-Order journey, establishing platform-wide standards adopted across broader sales and service suites.

SAP Customer 360 Nov 2020 – Jul 2021
UX Design · SAP Labs
Led research, design, and strategy for a tool surfacing relevant insights and recommending next-best actions to help salespeople succeed in digital sales.

SAP Ikigai Jul 2020 – Oct 2020
UX Design · SAP Labs
Designed and prototyped a web-based no-code platform enabling businesses to build and manage applications without writing code.

SAP Assistant Mobile App Jul 2019 – Mar 2020
UI/UX · SAP America
Designed an integrated mobile experience across multiple SAP apps to streamline daily workflows.

DaVinci Studio Jan 2018 – Apr 2018
Space & Experience Design · Infosys
Conducted user interviews and co-design workshops; designed a physical workspace with embedded video, animation and AR experiences.

Lost Nebula Mar 2017 – Sep 2017
Game Design & Hardware Prototyping · Infosys
Designed a board game and a phygital experience with interactive installations to teach children basic financial planning and investment concepts.

Room 1856 Sep 2016 – Feb 2017
Phygital Experience · Infosys
Conceptualized and prototyped an interactive retail fitting room featuring a magic mirror, talking portraits, self-playing piano, a self-moving clothing rack and more.

PlantIO Apr 2016 – Aug 2016
IoT Prototyping & UI/UX · Infosys
Built an automated plant growing system with gamified monitoring UI and AR interface for controlling lights, pH and nutrients.