

# YI-HSUAN (WINNIE), WU

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Portfolio: [www.hsuanwinnie.com](https://www.hsuanwinnie.com) | Password (if applicable): project2026

Product & Service Designer with 3 years of experience, advancing from Industrial Design into leading digital product delivery for global brands within an agency setting. I've shaped end-to-end product journeys, grounding meticulous research into actionable design implementation. With an MA in Service Design from the Royal College of Art, I've since deepened this into a more systemic approach, balancing both users and organisational needs. Proven ability to navigate complex, cross-functional teams' requirements into actionable solutions within agile cycles. Eligible to work in the UK with a Graduate Visa until Sep 2027.

## PROFESSIONAL EXPERIENCE

### U10 Design Inc.

Taipei, Taiwan

#### Industrial Designer (Digital & Physical Product)

Sep 2021 - Jun 2024

- Progressively took on Digital Product Lead responsibilities from 2022, owning 3 client platforms including the Logitech G e-commerce redesign — contributing to a strengthened partnership and expanded client investment in future UI/UX initiatives.
- Boosted corporate website traffic by 302% within 2 months through independently redesigning and rebuilding end-to-end. (Figma to WordPress/SEO)
- Drove GTM success for Logitech G across 2 gaming gadget collections through on-site visits and consumer insight synthesis, establishing a design guideline that accelerated cross-functional alignment since adopted as the team's ideation playbook.

### Compal Electronics, Inc.

Taipei, Taiwan

#### Design Intern

Jun 2020 - Aug 2020

- Increased manufacturing yield by 30% from designing new packaging flows and standard to improve operator accuracy.
- Shortened R&D decision loops by 10% by synthesising insights from 15 usability tests into clear design directions for iteration.

## PROJECT EXPERIENCE

### Feedie – Community Food Support Service Platform

Royal College of Art

UI/UX Design | Service Design | Project Lead

Feb 2025 - Jul 2025

- Owned the UX architecture, mapping sitemaps and user flow for both user app and internal system for NGO operations staff, while upskilling cross-disciplinary teammates with iOS/Google Material Design principles to ensure consistent UI delivery.
- Led research-to-delivery process, independently planning a contextual inquiry strategy and designing a co-design workshop format to iteratively test concepts, solutions, and interactive prototypes with 5 stakeholders spanning NGO staffs and end users, shaping the service touchpoint and roadmap through 3 workshops in a 4-month agile.

### Logitech G CLOUD Product Page Redesign

U10 Design Inc.

UI/UX Design | Design System | Project Lead

Oct 2023 - Jun 2024

- Refined information architecture and interaction patterns based on customer insights, delivering a complete Figma design file including design systems and variant management scalable across the platform that shipped life for e-commerce optimisation.
- Acted as the primary liaison among client PM, engineering teams, and internal team to drive alignment on timelines, requirements, and delivery quality.

## EDUCATION

### Royal College of Art

London, United Kingdom

MA Service Design

Sep 2024 - Aug 2025

- Relevant Module: Service Blueprinting, Systems Mapping, Participatory Design & Co-design, Inclusive Design & Accessibility
- Served as Programme social media lead, achieving a 397% view growth and 204% follower increase within 6 months.

### Shih Chien University

Taipei, Taiwan

BA Industrial Design

Sep 2018 - Jun 2021

- Self-taught WordPress within a 2-month timeline to design and build our graduation show's official website end-to-end, establishing a digital showcase and e-commerce channel for publications to address pandemic-related exhibition disruptions.

## SKILLS & RECOGNITIONS

**Language:** English (fluent), Mandarin (native)

**Design Skills:** User Research, Journey Mapping, Workshop Facilitation, Interaction Design, Information Architecture, Design Systems, Wireframing, Prototyping, Usability Testing, Competitive Analysis, Stakeholder Management, Service Blueprinting

**Tools:** Figma, Miro, Notion, WordPress, Webflow, ProtoPie, Design Patterns (iOS/Android), HTML/CSS (Reading Level), Google Analytics, Adobe CC (Adobe XD, Illustrator, Photoshop, Premiere Pro)

**Awards:** London Design Awards 2025 – **Silver Winner**, Young Pin Design Awards 2021 – **Shortlisted**, ICARE Universal Design Award (Accessible Design For Assistive Devices) 2020 – **Bronze**

**Certification:** McKinsey Take Forward 2025, Design For Good Academy – Practitioner Programme