

YI-HSUAN (WINNIE), WU

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Product & Service Designer with 3 years of experience shaping physical and digital products for global brands. Bridging Industrial Design with UX and system-level thinking, I design solutions that span digital, physical, and service touchpoints, translating insights into actionable product outcomes. Proven record of driving business impact by strategically balancing user value with organisational needs. Eligible to work in the UK with a Graduate Visa through 2027.

PROFESSIONAL EXPERIENCE

U10 Design Inc.

Industrial Designer

Taipei, Taiwan
Sep 2021 - Jun 2024

- Strengthened long-term partnership with increased client investment by leading E2E product visioning and CMF strategy across gaming peripherals development, driving GTM success for a global leading brand.
- Boosted corporate website traffic by 302% by spearheading a full website redesign with SEO optimisation, while supporting UI/UX deliverables across 3 key client platforms.
- Advanced user-centred design across 7 ODM products through UX analysis that aligned form, function, and brand identity, collaborating with engineering to ensure efficient mass production.

Compal Electronics, Inc

Design Intern

Taipei, Taiwan
Jun 2020 - Aug 2020

- Increased manufacturing yield by 30% from designing new packaging flows to reduce assembly ambiguity and improve operator accuracy.
- Shortened R&D decision loops by 10% by synthesising insights from 15+ usability tests into actionable design directions for next-gen home electronics.

PROJECT EXPERIENCE

Feedie – Community Food Support Service Platform

Service Design | UI/UX Design | Project Lead

Royal College of Art
Feb 2025 - Jul 2025

- Led full research-to-delivery process using interviews, journey mapping, and prototyping to uncover systemic gaps, iteratively validating the service with City Harvest and local charities through 3 design sprints in a 4-month agile cycle.

Tate Teens – Repositioning Tate for Teens' Art Engagement

Service Design | UX Design | Business Strategy

Royal College of Art x Tate Modern
Feb 2025 - Jul 2025

- Redefined the teen value proposition and shaped a new engagement model informing Tate's brand strategy, using visual frameworks in co-creation with Tate to accelerate alignment and reduce validation time by 20%.

Logitech G CLOUD Product Page Redesign

UI/UX Design | Design System | Project Lead

U10 Design Inc.
Oct 2023 - Jun 2024

- Refined IA and interaction patterns based on gamer-behaviour insights, delivering UI components later adopted into Logitech G's global design system.
- Acted as the primary liaison between the client PM, engineering teams, and internal team to drive alignment on timelines, requirements, and delivery quality.

EDUCATION

Royal College of Art

MA Service Design

London, United Kingdom
Sep 2024 - Aug 2025

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

Shih Chien University

BA Industrial Design

Taipei, Taiwan
Sep 2018 - Jun 2021

SKILLS & RECOGNITIONS

Language: Mandarin (native), English (fluent)

Design Skills: User Research, Insight Synthesis, Journey Mapping, Service Blueprinting, Stakeholder Analysis, Co-design Facilitation, Interaction Design, Wireframing, Prototyping, Usability Testing, Competitive Analysis, Industrial Design, CMF Design

Tools: Figma, Miro, Notion, WordPress, Framer, Google Analytics, Illustrator, Photoshop, Premiere Pro, Keyshot, Creo (Pro/E)

Awards: Young Pin Design Award 2021 – **Nomination**, ICARE Universal Design Award 2020 – **Bronze**

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