

YI-HSUAN (WINNIE), WU

Whatsapp: + 44 7493 944043 | w.yihsuann@gmail.com | www.linkedin.com/in/hsuan-winnie

Portfolio: www.hsuanwinnie.com | Password (if applicable): project2026

Product & Service Designer with 3 years of experience shaping product strategy, spanning from physical to digital, for global brands. With a background in Industrial Design, I expanded beyond ID responsibilities early to lead UI/UX initiatives, building a strong foundation in usability and end-to-end product thinking. Proven ability to collaborate within agile, cross-functional teams to translate insights into actionable solutions. Eligible to work in the UK with a Graduate Visa until Sep 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 Logitech G.
- Spearheaded UI/UX deliverables across 3 client platforms, leading corporate website design through to launch and driving a 302% increase in traffic.
- 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 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 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 and journey mapping to uncover systemic gaps, iteratively validating the service with City Harvest and local charities, ensuring intuitive usability for vulnerable demographics 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 refined visual hierarchy and actionable UI proposals to client for website 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

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: English (fluent), Mandarin (native)

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

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

Awards: London Design Awards 2025 – **Silver Winner**, Young Pin Design Awards 2021 – **Shortlisted**, ICARE Universal Design Awards 2020 – **Bronze**

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