

Xiaoyu Wu

Product Designer

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EXPERIENCE

Co-Founder

Grounded Carbon

06/2021-Present

- Led the UX/UI design of a Mobile trading Application with 40+ features, and launched a new customer service product in 5 months. Led 4 rounds of product iterations informed by user research, design sprints and workshops involving 40+ participants.
- Led a multi-disciplinary team that received 10+ instances of international coverage, established business partnerships including the NFU (representing 46,000+ farming businesses), collaborated with ICL Waring Ecology Lab, and brought on 5+ technology and business experts to serve on the advisory board.
- Pitched business models, ventures and feasibility analyses to investors and clients. Secured £20k+ in grant funding and office space at The Royal Institution.
- Participated in COP26 as a selected start-up founder representative, engaging in panel discussions alongside HRH Prince Charles and Sir Jony Ive.

Product Designer

Bloop

08/2021-11/2021

- Led the overall design strategy and user journey mapping. Redesigned the web wireframes, user flow and user interface solutions. Launched a new design system and interaction guideline.
- Led the roadmap planning, milestone setting and backlog management. Worked in a cross-functional team built a high-fidelity interactive prototype, and supported further iterative software development.
- Conducted analytical research by gathering data-driven insights to inform the evaluation of strategic business decisions.

Design Research Intern

Gravity Sketch

05/2022-06/2022

- Conducted research on 3D interaction workflows, technologies and relevant digital experiences. Reached out to stakeholders and curated a discussion panel with keynote speakers for a Design Festival.
- Developed a program of talks, workshops, and networking opportunities that received positive feedback from attendees and industry professionals.

Design Engineer Mentor

Imperial Enterprise Lab

07/2022-Present

- Invited as a mentor of product innovation specialist, advising students from 3 world top universities to develop innovative solutions and products that advanced UN sustainability goals.

Assistant Design Researcher

The United Nations

05/2018

- Partnered with experts to conduct research on human-centred city development case studies. Made clear goals and action plans for formulating UN "CFC" urban planning standards.

EDUCATION

MSc / MA, Innovation Design Engineering

2020 - 2022

Imperial College London,
Royal College of Art

BEng, Architecture

2015 - 2020

Shandong University of
Architecture and Engineering

Summer School, Multidisciplinary Product Design

2018

The Bartlett,
University College London

SKILLS

Interaction Design • Visual Design

Prototyping • Usability Testing

Wire-framing • User Research

Branding • Product Strategy

Videography • 3D Modelling

TOOLS

Figma • Sketch • Adobe XD • Principle

Adobe Creative Suite • Invision

Rhino • Blender • C4D • Keyshot

Arduino • AutoCAD

HTML • CSS • Python • C#

ACHIEVEMENTS

Mayor of London's Award, Finalist

TERRA CARTA Design Lab, Finalist

InnovationRCA, Finalist

Bartlett Design Prize, Grand Winner

COP26, Guest Speaker

The RSA, Guest Speaker

The Royal Institution, Fellowship

The Greenhouse, Fellowship

KAIST x ICL x NASA, Hackathon

Logitech x RCA, Grand Challenge