Xiaoyu Wu

Innovation UX Designer
Creative Technologist

78 Commercial Street
London, E1 6LY

xwstudio.co

xiaoyuwudesign@gmail.com
+44 07934409580

EDUCATION

Shandong Jianzhu University

BEng, Architecture   2015 - 2020

The Bartlett, University College London

Summer School, Multidisciplinary Product Design   2018

Imperial College London

MSc, Innovation Design Engineering (Dual-degree programme)   2020 - 2022

Royal College of Art

MA, Innovation Design Engineering (Dual-degree programme)   2020 - 2022

PROFESSIONAL EXPERIENCE

Innovation UX Designer   10/2023-Present

Bentley Motors

Bentley Motors Limited is a British designer, manufacturer and marketer of luxury cars and SUVs.

• Led the design, prototype iteration, and implementation of various advanced UX design projects, including an AI-driven curation engine framework, launch control experience, HVAC3.0 new air communication system, etc. These involved UX design, hardware prototyping, electronics prototyping, experience design mapping, and video production.

• Researched and introduced new user journey mapping software, scaling its use across the business. Developed a library of memorable brand experience maps and high-profile customer personas.

• Collaborated with innovation partners to leverage emerging technologies for user-centric luxury experiences. Notable projects include the Web 3.0 digital world for Bentley in Apple Vision Pro with Artificial Rome and interior haptic technical skin design with Studio Hauke Reiser.

Company Director   02/2024-Present

Xiaoyu Wu Studio

Xiaoyu Wu Studio is a London-based innovation design studio, which also owns Tech, No? label.

• Led groundbreaking research and development in multi-sensory Human-Computer Interaction (HCI) for luxury automotive environments. By combining behavioural psychology, AI integration, and design engineering, the studio developed innovative user interfaces that enhance in-car experiences through touch, sound, light, and scent.

•Launched community label [Tech, No?], established 50-60 active members and hosted panel talk at London Design Festival 2024.

Mentor

Imperial Enterprise Lab   07/2022-Present

• Invited as a mentor of product innovation specialist, advising students from 15 global top universities to develop innovative solutions and products that advanced UN sustainability goals.

Co-Founder, CPO

Grounded Carbon Ltd.   06/2021-08/2023

Grounded Carbon is a green-tech company providing services and technology to track and trade soil carbon offset credits.

•Led 4 rounds of product iterations informed by user research, design sprints and workshops involving 40+ participants. Launched a new customer service product in 5 months, Led the UX/UI design of a Mobile App with 40+ features.

• 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 His Majesty the King, Charles III and Sir Jony Ive.

Design Research Intern

Gravity Sketch   05/2022-06/2022

Gravity Sketch is an intuitive 3D design software platform for cross-disciplinary teams to create, collaborate, and review in new ways.

• 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.

Product Design Lead

Bloop(Quark)   08/2021-11/2021

Bloop is a browser software designed to analyse user browsing patterns and facilitate a community-driven approach to discover and share new content.

• 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

Assistant Design Researcher

The United Nations   05/2018

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

AWARDS & RECOGNITIONS

TERRA CARTA Design Lab
Finalist, 2021

Mayor's Fund for London
Semi-Finalist, 2022

InnovationRCA
Finalist, 2022

Bartlett Design Prize
Grand Winner, 2018

Imperial Enterprise Lab
Mentor, 2022-Present

NewSpeak House
Guest Speaker, Fellowship, 2024

Sustainable Markets Initiative
Pre-Cohort, 2021

Undaunted, The Greenhouse
Pre-Cohort, 2022

UN COP26
Present Speaker, 2021

London Design Festival
Present Speaker, 2024

The RSA
Guest Speaker, 2021

The Royal Institution
Accelerator Residency, 2022-2023

FEATURES

SKILLS

Design Engineering

3D Modelling & Rendering: Rhino • Blender • C4D • Keyshot

Electronics Prototyping: Arduino • AutoCAD • Madmapper • Raspberry.Pi

UX Design& Development: Figma • Sketch • Adobe XD • Smaply

Visual Design: InDesign, Photoshop, Illustrator

Videography: Final Cut Pro • Premier Pro • After Effects

Entrepreneurial

Business Model & Strategy

Grant writing

Public Speaking & Storytelling

Budgeting & Accounting