

# Yixuan Wu

yixuan-wu.framer.website  
yx.wu765@gmail.com  
+447783015843

## Product Designer | UX & Systems

### Project Experience Highlights

#### Indoor Navigation Ecosystem

Spatial UX • System design

Reframed indoor navigation from route optimisation to decision support in complex environments. Identified high-stress decision points through spatial analysis and user research. Designed a context-aware, multi-touchpoint system delivering timely guidance that balances direction and exploration.

#### NatWest Branch Digital Transformation

Service Design • Physical-Digital Integration

Led the design for NatWest's in-branch digital transformation. Redefined customer journeys across hybrid physical-digital touchpoints using spatial analysis. Enabled rollout across 100+ branches, improving service flow and operational efficiency.

#### Natural History Museum – Digital Twin (MR)

Emerging Tech • Systems Thinking

Designed a mixed-reality interface enabling public interaction with biodiversity data from NHM. Created a participatory experience for citizen science, bridging complex scientific datasets with intuitive spatial interactions.

#### Co-working Marketplace Platform (0→1)

Product Strategy • Platform Design

Defined product strategy and core user journeys for a dual-sided marketplace, including discovery, evaluation and booking. MVP in development.

### Professional Experience

#### Senior Designer & Project BIM Lead | JMArchitects

Jul 2017 - Jan 2025 | Edinburgh & London

- Led end-to-end delivery of complex public-sector projects (commercial, healthcare and education), managed multi-stakeholder coordination across clients, consultants, and contractors.
- Directed architectural and service design initiatives including NatWest branch digital transformation.
- Facilitated cross-functional workshops and design sprints with 10-20 stakeholders, improving alignment and reducing late-stage design changes.
- Managed BIM as a system-level design framework across projects valued at £10M - £100M+, insuring data consistency and reduced delivery risk.

#### Designer | W2 Architects

Sep 2014 - Sep 2015 | China

- Designed multi million pound theme parks based on film IP, translating cinematic worlds into large-scale physical environments and experiences.
- Collaborated across film, game, and architecture teams to translate cinematic architecture into cohesive digital interactive experiences.

Product designer with a background in architecture, specialising in spatial UX, information architecture, and complex digital-physical environments.

### Skills

#### Design

Product design • UX/UI design • Design systems • Visual design • Vibe coding • Prototyping • System thinking • Product thinking • Strategic design • Service design • 3d Visualisation • Digital modelling • Architectural design

#### Research

User interviews • Competitive analysis • Qualitative research • Usability testing • Heuristic evaluation • A/B testing • Survey • Accessibility audit

#### Tools

Figma • Framer • Adobe Creative Suite • CapCut • Claude Code • Google AI Studio • Autodesk

### Education

#### MSc Human-Computer Interaction Design

City, University of London  
Sep 2024 - Jan 2026

#### PgDip Architectural Practice and Management

Newcastle University  
Sep 2018 - June 2019

#### M(Arch) Architecture

Edinburgh University  
Sep 2015 - July 2017

### Language

English (Fluent)  
Mandarin (Native)