

WUQING HIPSH

INNOVATION DESIGN STRATEGIST



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Education

Imperial College London, UK

MSc Innovation Design Engineering

2018 – 2020 | Merit

Royal College of Art, UK

MA Innovation Design Engineering

2018 – 2020 | Merit

Maryland Institute College of Art, USA

BFA Sculpture (Minor Art History)

2012 – 2016 | Summa Cum Laude

Select Achievements

Young Innovators Award 2020/21

Includes a £5,000 grant, tailored business support and living allowance sponsored by Innovate UK

WE Innovate Finalist, 2020

Won 2nd Prize (£10,000) for the WE Innovative Program at Imperial Enterprise Lab

Engineers in Business Award, 2020

Won 2nd Prize (£1,500) sponsored by Sainsbury

Helen Hamlyn Design Award Shortlisted, 2020

Outstanding projects for improving quality of life

BBC London Radio FT, 2020

Engineers in Business Award, 2020

Artist Residency, Periplus. 2019

Kalamata, Greece. Scholarship for international residency with exhibition.

Group Exhibition, Batik and Fibers Annual Exhibition, Fuji Studio, Florence Italy, 2016

Academic Honors Scholarship, 2012-2016

Dedalus Foundation Art History

Scholarship, 2012 Paper on Jenny Saville, NY Monetary Award.

New York Times, 2011

Front Page – Art & Design Section
July 6 2011

Profile

Hi! I'm an award winning interdisciplinary design strategist driven by a passion to discover human centred design solutions for social impact. I synthesise data from many fields, ideate, prototype, and implement solutions. I have entrepreneurial vision and start-up experience, including a Start Up Tier 2 Visa from the Imperial Enterprise Lab (2020 – 2022).

Key Skills

Service Design, Research, Ideation, Prototyping, Enterprise, and Workshop Facilitation.

Work Experience

WeAlign

01/2020 – Present

Founder // Design Strategist

LONDON, UK

Founded WeAlign as a human-centred design solution for the healthcare industry. Developed an innovative solution for Vestibular Rehabilitation Therapy – a leading treatment for dizziness, nausea and fall-related accidents. Utilising quantitative and qualitative measures, WeAlign aims to make rehabilitation fun and easily accessible for better balance and independence.

- Applied iterative human centered design methodology for solution development.
- Conducted ethnographic research: field research, interviews and created user personas to identified market gap, user needs, and shape intervention criteria.
- Prototyped User Interface and User Experience elements, enhancing Age-Inclusive usability.
- Created wireframes, prototype mockups for user testing.
- Developed a blueprint for services with experts from medicine, enterprise, & design.
- Designed the MVP of the game with software engineers.
- Created a panel of mentors and network of users.
- Created Enterprise Plan, production roadmap for Proof of Concept and launch to market.
- Won three prizes, including 2nd Prize (£10,000) for the WEInnovate Program at Imperial Enterprise Lab for excellence in innovation, commercial viability, enterprise and presentation.

Usunisunde Nichapie

10/2019 – 12/2019

Design Researcher

NAIROBE, KENYA

- Partnered with the Nairobi Design Institute, worked with a team of international engineers and designers through ideation, concept, design development, and final design assets.
- Designed a service to increase access and engagement with reproductive health services for young adults.
- Interviewed young adults and practitioners about reproductive health, and utilised insight to steer design direction.
- Hosted co-creation workshops, and led ideation sessions.
- Created a suite of user research tools that improved insight capture.

Department 22

08/2019 – 09/2019

Freelance Designer

LONDON, UK

- Realised vision for a national supermarket to achieve a 'healthier' corporate image that promoted sustainability.
- Proposed innovative products and services.
- Participated in intensive co-creation workshop.
- Worked on a small team to generate 75 innovative concepts to re-direct and re-brand.
- Created MVP to stretch concepts for a variety of stakeholders.
- Illustrated pitch and handover booklet assets.

Bole Road

03/2018 – 08/2018

Design Intern

NEW YORK, USA

- Designed a visualised packaging manual and guide to optimise logistics.

Teaching & Facilitation Experience

Hudson Guild Head Art Teacher	06/2018 – 07/2018 NEW YORK, USA
<ul style="list-style-type: none"> • Led interdisciplinary programming for art, science, technology, engineering, and math. • Created and Facilitated STEAM workshops. • Reported to the Director to create summer curriculums in STEAM. • Delivered life-skills, college and career training and employment skills. • Provided emotional-social support to achieve holistic, purposeful growth. 	
All Together Now Arts Coordinator	08/2016 – 07/2018 NEW YORK, USA
<ul style="list-style-type: none"> • All Together Now (ATN) is a support organization for adoptive families to bridge together, in an effort to expand and normalize the conversation surrounding adoption. • Developed and Directed workshops to foster self esteem and broaden the understanding of adoption, multiculturalism, and identity. • Supported the training of teams in art-lead therapeutic sessions. 	
Baltimore Montessori Public Charter School Extended Day Assistant	03/2016 – 08/2016 MARYLAND, USA
<ul style="list-style-type: none"> • A key part of the after-school programme, supporting students aged 3-12 in play-led learning activities – with a key focus on art. • Created an expressive, open environment for students to self-express via art. 	
Mount Royal Elementary Teaching Assistant	06/2015 – 08/2016 MARYLAND, USA
<ul style="list-style-type: none"> • Adapted teaching practices to student ages and abilities to maximise learning potential, and supported classroom behaviour strategies. • Demonstrated cohesive teamwork and collaborative skills in supporting a diverse and progressive teaching team. 	
New York State Summer School of the Arts Teaching Assistant	07/2013 – 08/2014 NEW YORK, USA
<ul style="list-style-type: none"> • NYSSSA is a pre-college programme that immerses high schoolers in a rigorous college experience. • Created lesson plans, lecture materials and reports. • Developed an expressive presentation and teaching style in leading sessions. 	
Community Art Partnership Program at MICA Teacher	09/2012 – 12/2012 MARYLAND, USA
<ul style="list-style-type: none"> • Created immersive environments that facilitated self-expression in students. • Managed students in the creation of a permanent mural in the cafeteria. 	
The Metropolitan Museum of Art Exhibition Design Intern	06/2012 – 07/2012 NEW YORK, USA
<ul style="list-style-type: none"> • Supported the events and exhibitions team in the planning and development of exhibitions. • Created exhibition designs in Adobe Photoshop. • Organised employee art-show and assisted the Exhibition Director. 	

Expertise

- Design Engineering
- Design Research
- User-Centred Design
- Human-Centred Design
- Design Development
- Project Management
- Business Start-up

Design Tools

- Ideation & Brain Storming
- Concept Sketching
- Customer Discovery
- User Journey Maps
- Ecosystem Maps
- Stakeholder Maps
- Service Blueprints
- Interviews & Field Research
- Facilitating & Constructing Workshops
- Qualitative Data Analysis
- Wireframes
- User Experience Flow
- Bespoke Tools for the project
- Design Thinking (Double Diamond)
- Systems Thinking

Technical

- Adobe Photoshop
- Adobe Illustrator
- Adobe Premier
- Adobe XD
- Figma
- Notion
- Google Suite
- Balsamiq (Wireframes)
- Microsoft Word
- Microsoft PowerPoint
- Microsoft Excel
- Wix
- SquareSpace
- Miro

Enterprise

- Business Model Canvas
- Business Road Map
- Business Pitch Decks
- Business Presentations

Soft Skills

- Interdisciplinary Teamwork
- Time Management
- Leadership
- Communication
- Storytelling
- Critical Thinking