

WHYT DESIGN

Hi! I am Wanghuang Yutian,
an innovation designer.

Website <https://10032837.wixsite.com/whyt-design>
Contact w2843410880@gmail.com

Education

Royal College of Art
London

MA Design Products 2023 - 2024

Limkokwing University of Creative Technology
Malaysia

BA(Hons) in Industrial Design 2019 - 2022

Work Experience

SIMPCARE 溪木源(ximuyuan)
2024, China Beauty brand IP design

Simpicare is a first-line functional natural skincare brand in China, established in 2019. It holds the top position in the professional care market for all skin types and sensitive skin. It stands as a flagship enterprise in the beauty industry of Guangdong Province.

Developing brand-specific IP, establishing expert skincare consultants through WeChat accounts, and cultivating a brand image that deeply resonates with our target audience.

FSG International Art Education
2023 - Present, China Tutor

Personalized one-to-one portfolio review sessions for Master's applications in industrial design.

Fine Grit Studio

2022, Malaysia Internship in Production and Design

Fine Grit was established in October 2014. It is a company that produces custom-made furniture and product with fine-quality finishing.

Participated hands-on in the manufacturing process of furniture and wood decorations, gaining comprehensive expertise in production technologies, including laser cutting and CNC machining, to ensure precision and quality in every detail.

Acquired proficiency in managing an online store, encompassing tasks such as product photography to showcase items effectively and engaging copywriting to highlight their unique features and benefits, thereby maximizing sales potential.

Established effective communication channels with customers, actively engaging with them to accurately capture and record their individual product preferences and specifications, ensuring a personalized and satisfactory purchasing experience.

Awards

EUROPEAN PRODUCT DESIGN AWARD
Individual Participant

Winner 12/2023

This project is a green urban solution, based on the existing problems of trees and pavements in urban areas. It is a tree friendly brick, based on the concept of multispecies design.

A'DESIGN AWARD
Individual Participant

Runner-up 04/2022

Revamped the traditional plugs to adapt to the pursuit of a minimalist lifestyle and minimalist aesthetic.
(Home Appliances Design Category for 2021-2022)

JAMES DYSON AWARD
Individual Participant

08/2023

National Runner-up and International Finalist

A lighting device that uses clean energy to generate electricity from waves, and this project redesign the houses of sea nomads.

JAMES DYSON AWARD
Individual Participant

08/2021

National Runner-up and International Finalist

Redesigned the structure of pressing bottle caps to assure that the rest of the liquid in the bottle could be squeezed out for use.

Skills

Communicate and concepts

Proficient in pre-project communication, delving deep into understanding user needs. Conduct brainstorming sessions and concept development based on requirements and market research. Skilled in using AI, PS, MIRO, FIGMA, to visualize concepts and generate optimal solutions.

Prototype, test and produce

Modeling, rendering, and crafting high-quality prototypes, refining products through experimentation and testing. Proficient in operating a variety of workshop machinery, including panel saws, table saws, miter saws, band saws, router tables, drill presses, as well as laser cutting and CNC machines.

WHYT DESIGN

Furniture | Ecology | Behaviours



2023



2023



2022



2021



Stream - Floor lamp design

<https://10032837.wixsite.com/whyt-design>



No residue bottle design

<https://www.jamesdysonaward.org/en-GB/2021/project/no-residue-bottle-a-new-design-of-pump-head/>



Porous bricks with generative structure

<https://www.productdesignaward.eu/winners/hm/2024/22536623/>



Design for nomadic seafaring life

<https://www.jamesdysonaward.org/en-GB/2023/project/design-for-nomadic-seafaring-life>