

**Spring 2022**  
**International Seminar Series on Design**

**Dr. Jiayu Wu**

**An Introduction to  
Intelligent Mobility Design**

Reader in Intelligent Mobility Design Intelligent Mobility Design Centre  
Royal College of Art

**SEMINAR ANNOUNCEMENT**

- **Date & Time : Monday, May 30, 2022 06:00 PM – 07:00 PM**
- **Join Zoom Meeting (Meeting ID: 840 4730 6751, PW: 522883)**
- **Organized by : Interior Architecture Design & BK21 FOUR**

**Abstract**

Intelligent mobility is not just about the automotive industry, it is about transport in the broadest sense, including people and goods, the built environment, and how planning and policy address the shift in mobility. This seminar will focus on human-centred design approaches to place the human experience and people at the centre of transport decision making. It will introduce the cutting-edge concepts around intelligent mobility and the design research methods to tackle the challenges in fast changing mobility scenarios.

**Biography**

Dr. Jiayu Wu, Reader in Intelligent Mobility Design at the Intelligent Mobility Design Centre (IMDC) of the Royal College of Art (RCA). She leads IMDC's collaborative innovation research projects at the Hyundai-Kia Innovation Lab & Humanising Technology Research Studio, focusing on mobility inclusive design methods, UI & UX for vehicles, transport apps and services. Her research interests include exploring how user experiences influence cutting edge technology in new and emerging markets and vice versa. Previously at Volkswagen New Mobility Services in Beijing, her focus was car-sharing service design, new mobility solutions and urban transportation trends. Projects she led and was involved at the IMDC include Hyundai Kia Innovation Laboratory projects 'Future Luxury', 'Emotional Tech' and 'MORPH', AHRC funded 'Challenges of the Future Mobility' and the Greenwich Automated Transport Environment (GATEway).

