

Tong Niu

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About me

As an experiential designer, information visualization expert, and sensory psychologist, I collaborate with production teams, digital artists, and front-end developers to create cohesive social media content and support campaign communication. My role focuses on ensuring visual consistency and driving creative innovation across teams. I leverage my expertise in perception-based therapeutic art and industry insights to enhance communication between media, companies, industries, and clients.

Work Experience

Experiential Content Designer, Cross-boundary Art Exhibition, Shanghai by China Telecom (2022)

- » Designed Smart City Infrastructure and 5G-themed public installations in Shanghai, blending contemporary street style.
- » Directed advertising content and social media integration, garnering over 300,000 likes and followers.

Multimedia communication designer, Te-hua Porcelain Industrial Innovation and Development Institute (2021)

- » Coordinated with factories to deliver detailed project plans and client feedback.
- » Supported online promotion of the magazine during a publicity internship and developed its Acting and Performance program.

Exhibitions Experiences

London Design Festival (LDF 09/2024)

- » Organized and curated a diverse exhibition featuring design jewelry, non-traditional crafts, classic paintings, calligraphy, contemporary artworks, photography, and video art.
- » Developed a cohesive narrative that emphasizes the artists' deep understanding of traditional culture while showcasing their innovative approaches in contemporary society.
- » Collaborated with artists to create an engaging experience that resonates with a broad audience.

Live performer, Sound Field Folding, Hundred Years Gallery, London (08/2024)

- » Incorporated soundscapes and spatial interactions into the performance. As an audiovisual designer with The Null-Flux, creating immersive, interactive real-time audiovisual experiences.

Immersive live performer, No.0 PI, IKLECTIK Art Lab, London (12/2023)

- » As a **sound designer** and **experience designer**, blending digital morphing techniques and experimental music to create real-time spatial soundscapes with synthesizers.

Invitational Exhibition of Changwon National University International Art Festival, Korea (10/2022)

- » Conducted exhibition work, using data analysis to establish social network with public in the context of the post-truth era.

Soft Skills: *AI filter, Communication across teams, Hotspot Traffic Analysis, Meeting organisation (various timezones), Media and Video Production*

Hard Skills: *Adobe Creative Cloud, Blender, After Effects, Touchdesigner, Logic, Ableton Live, Max, C4D, Blender, Touchdesigner, Effect House AR*

Education

Master Research of Art, Communication Design,
Royal College of Art, United Kingdom (09/2023- 09/2024)
Bachelor of Fine Arts, Digital Media Design,
Luxun Academy of Fine Arts, China (09/2018-07/2022)

Awards

- » *2023 The 9th INNODESIGN PRIZE, France - Bronze Award*
- » *2022 Finalist at The Kantar Information is Beautiful Awards*
- » *TOP 100 Emerging Designers of the Year 2022 at Asian New Generation Design Exhibition*
- » *2022 Red Dot Design Award-Brands & Communication Design*
- » *2021 Zhuhai Design Award-Greater Bay Area Design Power- Life Design Award*
- » *2020-2021& 2019-2020 Excellence Award of Times Young Creative Awards (National)*
- » *2020 Short-listed Award of The Great Art Era of the National Original Illustration Design Contest*
- » *2020 Merit Award of Design for Cross-strait College Students (Municipal)*
- » *2020 Silver Medal of Public-welfare of Quanzhou City*
- » *2019-2020 Innovation and Entrepreneurship Scholarship of Luxun Academy of Fine Arts*

LANGUAGES

- » Fluent at both written and spoken
- » English
- » Mandarin