

# LEYI ( LEXI ) ZHOU

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London, UK, Flexible to Relocate | Has right to work

## PERSONAL STATEMENT

A multidisciplinary designer exploring visual communication, curation, and immersive media. With experience across these fields, I seek to integrate moving image and spatial design with VR/MR, pushing the boundaries of immersive experiences.

## EDUCATION

### University of the Arts London

London, UK

M.A. Virtual Reality

Sept 2024 – Sept 2025

- **Core Modules:** Creative VR Project Portfolio / Design Immersive Experience / Collaborative Unit / Critical Practice and Exploration

### China Academy of Art

Hangzhou, CN

B.A. Art and Technology

Sept 2020 – Jun 2024

- **GPA:** 4.34/5.0 (achieved a top 3% ranking in the year group)
- **Honours:** Honored as a Provincial Outstanding Graduate and University Outstanding Graduate.
- **Core Modules:** Content and Diagram, Art Installation and Media Representation, Brand Design, Experimental Book Design, Short Film Creation, Grammar for Film Editing, Script and Story Board, Curation & Exhibition, Spatial Theory

## PROFESSIONAL EXPERIENCE

### Zhejiang Media Group (Media & Broadcasting)

Hangzhou, CN

Visual Designer, Qianjiang Documentary

Jul 2024 – Sept 2024

- Participated in the production of West Lake Thinkers, a storytelling program filmed on an LED-based XR stage, integrating real-time rendered virtual environments to create immersive digital backdrops.
- Directed the rebranding and visual strategy upgrade for *Qianjiang Documentary*, a flagship new media channel of Zhejiang Media Group.

### Relative State Design Studio (Design & Creative Services)

Shanghai, CN

Visual Designer

Sept 2023 – Oct 2023

- Contributed to the *Alipay Barrier-Free Parking Project*, designing special ground markings for disabled parking spaces at the Asian Games parking lot, enhancing accessibility and user experience.
- Assisted in the Shanghai 10x10 Exhibition's main visual project, showcasing the studio's innovative design approach.

## PROJECT EXPERIENCE

### CHINA ACADEMY OF ART & THE ROOF ART STORE

Hangzhou, CN

#### "The Roof Art Store" & "Zhuo | Contemporary Metalwork Jewelry Exhibition"

Mar 2023 – Sept 2023

Team Leader, Curator, Visual Designer

- Led a cross-functional team in curating and designing the "Zhuo" Contemporary Metalwork Jewelry Exhibition, defining the exhibition concept, spatial design, and visual identity.
- Designed the visual identity system for The Roof Art Store, developing the "Convective Interface" strategy, which aligns with the store's architectural structure and multifunctional space.

### CHINA ACADEMY OF ART & CHINA GREEN DEVELOPMENT GROUP, LUNENG GROUP

Hangzhou, CN

#### "Thousand Islands, Six Chapters" Project

- Engaged in a series of artistic creations at Qiandao Lake, leading one of the six educational workshops open to the public to inspire and cultivate an appreciation for ecological art
- Filmed and edited documentary footage of the workshop, capturing participants' interactions with nature and enhancing the exhibition's storytelling.

## SKILLS & INTERESTS

- **Languages:** Native Mandarin, Fluent in English
- **Skills:** VR/AR/MR/XR Design, Visual Design, Graphic Media Design, Moving Image, Film Production, Cinematography & Photography, Curation, Exhibition Design.
- **Technical Skills:** Proficient with Unity, Blender, Adobe Illustrator, InDesign, After Effects, Photoshop, Lightroom Classic, DaVinci Resolve, Touch Designer and MS Office Suite.
- **Interests:** Passionate about photography, drawing, music, films, skiing, and cycling.