

# Jiaying Fu

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## EDUCATION

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**Beijing Normal University,** Sep 2023 – present | Zhuhai, China  
*Master of Fine Arts (Research Focus: Art and Technology)*

**GPA: 3.7/4.0 Ranking: 4/30**

- **Personal honors:** First Class Scholarship
- **Coursework:** Information and Interaction Design, Experimental Art and Emerging Technology, Scene Creation and Spatial Narratives

**Beijing University of Posts and Telecommunications,** Sep 2019 – Jul 2023 | Beijing, China  
*Bachelor of Engineering in Digital Media Technology*

**GPA: 3.73/4.0 Ranking: 2/58**

- **Personal honors:** First Class Scholarship (Top 10%), Dongfang Tong Enterprise Scholarship (2 in 500 students)
- **Coursework:** Computer Graphics, User Interface Design, Fundamentals of 3D Technology, Arduino Intelligent Hardware Fundamentals, Game Development, AR/VR Development

## PUBLICATIONS

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**Can Code Outlove Blood? A LLM-based VR Experience to Prompt Reflection on Parental Verbal Abuse (Under Review)**, *ISEA 2025*

Jiaying Fu\*, Tianyue Gong\*, Jialin Gu\*, Tiange Zhou

**Co-evolving Body and Space: A Behavior-driven Form-finding Experiment through AR Media in Social Context,** *CEB-ASC 2024: Environment-Behavior and Future Human Habitat*

Jiaying Fu, Yuhao Huang, Xingjian Miao, Wenyi Sun, Zitong Xia, Siyan Liu, Xinyu Wang, Haozhe Zhang, Weijie Lin, Rongwei Sun, Chao Yan

**"AI Life" and Human Fear : From Phenomenological Insights to Digital Creation,** *ICME 2024*

Jiaying Fu\*, Tianyue Gong\*, Jialin Gu\*, Tiange Zhou

## RESEARCH EXPERIENCE

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**Brain Health Innovation Research Team (BRAINET),** Sep 2024 – present  
*Supervised by Yuyang Wang*

The Hong Kong University of Science and Technology (Guangzhou)  
In collaboration with West China Medical Center, Sichuan Medical

Core contributor to an HCI project on VR, EEG, and emotional well-being, focusing on experimental design and data analysis, with plans to submit to the *International Journal of Human-Computer Studies*.

**Studio for Narrative Spaces,** *Supervised by Ray LC* 🌐 May 2024 – present  
City University of Hong Kong (Online)

Core contributor in a research project on LLMs and games, involving game design and development, as well as conducting user studies and data analysis, with plans to submit to *DIS25*.

## KEY PROJECTS

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**AI-Native Game "1001 Nights",** Apr 2024 – present  
*Developer, led by Dr. Yuqian Sun* 🌐

- Responsible for backend deployment of text-to-image generation services and their integration with Unity. Additionally, managed the game's database connection by integrating MongoDB with Unity.
- The game has been published as a Steam Demo, garnering over 6,500 wishlists, and has participated in several major academic and industry events, including Gamescom in Germany and INDIE Live Expo.

## "World of Chinese Musical Instruments" Interactive Museum Platform,

May 2021 – Jun 2022

Team leader, supervised by Professor Rongfeng Li

Designed and developed a WeChat Mini Program themed around traditional Chinese musical instruments, utilizing the Python Flask framework for backend development. Additionally, worked on the digital application of the traditional instrument Pipa using Unity, the Wwise audio engine, and Arduino.

This project was approved as a National Undergraduate Innovation and Entrepreneurship Project.

## "Voyage" - Interactive Globe Project,

Oct 2020 – Dec 2021

Team member, supervised by Professor Mingying Lan, Li Gao

Developed a smart globe with gesture and landmark recognition for children's geography education using Arduino and WeChat Mini-Program. Managed frontend development and system integration.

Selected as a poster presentation at the National IoT Conference of China and included an on-site defense.

## INTERSHIP EXPERIENCE

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### Beijing Xinju Yuan Culture Technology Co., Ltd,

Feb 2022 – Jun 2022 | Beijing, China

Multimedia Designer, Production Department

Responsible for multimedia interactive design, and development of sensory interaction projects combining Unity and Kinect. Contributed to the Zhejiang Province Xianju County "Seeking Immortals" cultural tourism night tour project and similar initiatives.

### Shenzhen Tencent Computer System Co., Ltd,

Oct 2021 – Feb 2022 | Online

User Researcher, i-MUR Interactive Entertainment Marketing and User Research Department

- Conducted user research and analysis of entertainment content across various mediums. Participated in studies on minors' entertainment U&A research. Produced several documents dissecting works and reports on entertainment industry trends.

## SELECTED EXHIBITIONS

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### Dawn of a Century: An Exhibition of Avant-Garde Art from the Russian State Museum

Fluid Soundscapes: Touching Kandinsky

December 2024 | Chengdu, China

### Always Growing, 1001 Nights

Sep 2024 | Dubai, United Arab Emirates

### Amaze, 1001 Nights

Jun 2024 | Berlin, German

### Innovative Horizons: A Showcase of Design

Excellence, All Thoughts are Stardust

Jun 2024 | Singapore

### The First China Digital Art Exhibition,

All Thoughts are Stardust

Apr 2024 | Hangzhou, China

### HarvardXR Conference Showcase,

Fluid Soundscapes: Touching Kandinsky

Apr 2024 | Online

### AI Gallery of the Global Developer Conference,

External Thirst for the End

Mar 2024 | Shanghai, China

## SERVICES

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Reviewer, CHI25

Volunteer, ChineseCHI24

## SELECTED AWARDS

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### Excellence Award, Shenzhen Global Design Award (SDA), Shenzhen Design Week

Apr 2024

### National Second Prize, 3S Cup National College Student IoT Technology and Application Innovation Contest of China, China Institute of Communications

Oct 2021

### National Second Prize, National University Digital Media Technology and Creativity Competition of China, Chinese Association for Artificial Intelligence

Nov 2020

### Excellence Award, 2020 NetEase Games University Mini-Game Challenge, NetEase Games

Oct 2020

## SKILLS

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**Language** Mandarin (Native), English (IELTS: 6.5)

**Research** User Study, Prototyping, Data Analysis

**Programming Language** Python, C#

**Professional Software** Interactive Engineering(Unity, TouchDesigner, Arduino), Digital Content Creation (Blender)