

Jiayu Du

CONTACT

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+86 13241542369

WEBSITE

itsdadale.com

LANGUAGES

English (fluent)

Mandarin (native)

SKILLS

Skills

Figma, User Research
Prototype, Ideation
Human Centered Design
Design Thinking, MPV
Video Editing, Storyboard

3D

Blender, Cinema 4D
Rhino, SketchUp

DESIGN TOOLS

Adobe Creative Suite
Figma, Procreate
Final Cut Pro

PROGRAMMING AND VISUAL SCRIPTING

Arduino, Raspberry Pi,
Esp32, DJI Tello TT SDK,
Unity 3D, Unreal Engine 5
AR Foundation(Unity),
PICO4 SDK(Unity),
TouchDesigner (w/OSC),
Processing, P5.js, Swift UI

Creative and self-driven CAA graduate who is passionate about innovative design with an highly experience in gymnastics. Enthusiastic in exploring the relationship between perception, human body and space, Jiayu applies multiple media form to enhance the sense of physical presence in every day life.

EDUCATION

CHINA ACADEMY OF ART

B.Eng in Industrial Design | September 2020 - June 2024

GPA : 3.67 / 4.0

Main Courses:

Interactive Media Design, Augmented Reality Design based on Unity, Intelligent Hardware and System Development, Service Design, Human Factors and Ergonomics, Design Engineering Graphics, The Algorithm of Art, Material Technology and Construction, Project-based course (in Institute of Media & Interaction Design)

WORK EXPERIENCE

InsPUMP in SHANGHAI, CHINA

Creative Strategist (full-time) | June 2024 - November 2024

- Conceptualized an AR application for a digital art exhibition by Balenciaga.
- Designed a color system that represented the Forbidden City

haX, online

Creative Director & Co-founder | August 2024 - Present

- Directed visual style of product design, aimed for accessibility and fluency of the user experience.
- Conducted go-to-market strategy tailored to target users such as students and creators.

Tsinghua University Future Lab in BEIJING, CHINA

Research Assistant | June 2023 - September 2023

- Prototyped a task-centered olfactory system.
- Designed a olfactory interactive game to help children with ADHD improve concentration

China Science Fiction Conservation 2022 in BEIJING, CHINA

Assistant Curator | April 2023 - June 2023

- Assisted from the space design and modeling to set up on site.

EXHIBITION & AWARDS

Cos_Matrix

M50, Media Lab in Shanghai | June 2024 - July 2024

Bronze Award in Graduation Show at China Academy of Art | June 2024 - July 2024

ZOMIA

2023 PlayShop Opening Ceremony in Hangzhou | July 2023

Lumen

China Science Fiction Conservation 2021 in Beijing | June 2023

LEADERSHIP AND ACTIVITIES

CAAI (A decentralization AI organization)

Core Member, Event holder | October 2022 - June 2024

SDI Film and Sound

Core Member | October 2020 - June 2024

Events Director | December 2022 - March 2023

Professional team of Aerobic Gymnastics in CAA

Team leader | September 2020 - June 2024