

# Jiaying Fu

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## EDUCATION

**Beijing Normal University** "Project 985" 09/2023 - Present

**Master of Fine Arts** (Research Focus: Art and Technology)

• **Relevant Coursework:** Creative Media and Technology Aesthetics, Scene Narrative, Information and Interaction Design

**Beijing University of Posts and Telecommunications** "Project 211" 09/2019 - 07/2023

**Bachelor of Engineering in Digital Media Technology** GPA: 3.73/4.0 Ranking: 2/58(3%)

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

## PROJECT EXPERIENCE

07/2023 - 09/2023 **Chinese Voices: The 24 Solar Terms Immersive Experience** 2023 National Art Fund Project of China

Team Member, supervised by Professor Binhua Lin

- Developed digital imagery for an immersive cultural project using 3D software. Worked in collaboration with historians to integrate traditional Chinese cultural elements into the designs.
- **Exhibition and performance:** September 23, 2023, Shenlan AI Space, Beijing, China

05/2021 - 06/2022 **"World of Chinese Musical Instruments" Interactive Museum Platform**  
2021 National Innovation and Entrepreneurship Project for University Students in China

Team leader, supervised by Professor Rongfeng Li

- Developed an interactive platform featuring ancient Chinese musical instruments using Unity. Led the backend development with Python Flask and designed the hardware with Arduino. Successfully launched with an endorsement from the China Conservatory of Music. Contributed to writing applications for the National Arts Fund, enhancing interdisciplinary research skills.
- **Award:** Second Prize in the National University Digital Media Technology and Creativity Competition of China.

10/2020 - 12/2021 **"Voyage" - Interactive Globe Project** Beijing University Student Innovation Project

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. Participated in national IoT Conference of China.
- **Award:** Second Prize in the 3S Cup National College Student IoT Technology and Application Innovation Contest of China.

## INTERSHIP EXPERIENCE

**Beijing Xinju Yuan Culture Technology Co., Ltd** 02/2022 - 06/2022

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** 10/2021 - 02/2022

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 the impact of entertainment on minors and the current and future trends of virtual digital characters.
- Produced several documents dissecting works and reports on entertainment industry trends, focusing on immersive experiences and digital performances.

## EXTRACURRICULAR ACTIVITIES

- Participated in the Tsinghua University Future Lab workshop on New Monkey King Craft in the Digital Age.
- Volunteered at the Beijing Design Expo, Chinese CHI, and China Education Innovation Public Welfare Expo.
- Competed in the 2020 NetEase Games University Mini-Game Challenge, receiving an Excellence Award.
- Contributed to the Art-ificial Intelligence Hackathon of iNetworkSociety in China Academy of Art.

## SKILLS

- **Language:** Mandarin Chinese (Native); English (IELTS: 6.5)
- **Professional Software & Language:** Interactive Engineering(Unity, Touchdesigner, Arduino), Programming language(Python), Digital Content Creation(Blender)