

Jiaying Fu

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EDUCATION

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

Cracking Aegis: An Adversarial LLM-based Game for Raising Awareness of Vulnerabilities in Privacy Protection (Conditionally Accepted), DIS 2025

Jiaying Fu*, Yiyang Lu*, Zehua Yang, Fiona Nah, Ray LC

"I Like Your Story!": A Co-Creative Story-Crafting Game with a Persona-Driven Character Based on Generative AI, CHI'EA 2025

Jiaying Fu, Xiruo Wang, Kate Vi, Zhouyi Li, Chuyan Xu, Yuqian Sun

Can Code Outlove Blood? A LLM-based VR Experience to Prompt Reflection on Parental Verbal Abuse, 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

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 University

- 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; conditionally accepted by DIS2025.

KEY PROJECTS

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

- 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, <i>Team leader, supervised by Professor Rongfeng Li</i> <ul style="list-style-type: none">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.	May 2021 – Jun 2022
"Voyage" - Interactive Globe Project, <i>Team member, supervised by Professor Mingying Lan, Li Gao</i> <ul style="list-style-type: none">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.	Oct 2020 – Dec 2021

INTERSHIP EXPERIENCE

Beijing Xinju Yuan Culture Technology Co., Ltd, <i>Multimedia Designer, Production Department</i> <ul style="list-style-type: none">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.	Feb 2022 – Jun 2022 Beijing, China
Shenzhen Tencent Computer System Co., Ltd, User Researcher, i-MUR <i>Interactive Entertainment Marketing and User Research Department</i> <ul style="list-style-type: none">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.	Oct 2021 – Feb 2022 Online

EXHIBITIONS

Always Growing, 1001 Nights  Sep 2024 Dubai, United Arab Emirates
Amaze, 1001 Nights  Jun 2024 German
Innovative Horizons: A Showcase of Design Excellence, <i>All Thoughts are Stardust</i>  Jun 2024 Singapore
The First China Digital Art Exhibition, <i>All Thoughts are Stardust</i>  Apr 2024 Hangzhou, China
HarvardXR Conference Showcase, <i>Fluid Soundscapes: Touching Kandinsky</i>  Apr 2024 USA
AI Gallery of the Global Developer Conference, <i>External Thirst for the End</i>  Mar 2024 Shanghai, China

SERVICES

- Reviewer, DIS25
- Reviewer, CHI25
- Volunteer, ChineseCHI24

SELECTED AWARDS

Excellence Award, Shenzhen Global Design Award (SDA), <i>Shenzhen Design Week</i> Apr 2024
National Second Prize, 3S Cup National College Student IoT Technology and Application Innovation Contest of China, <i>China Institute of Communications</i> Oct 2021
National Second Prize, National University Digital Media Technology and Creativity Competition of China, <i>Chinese Association for Artificial Intelligence</i> Nov 2020
Excellence Award, 2020 NetEase Games University Mini-Game Challenge, <i>NetEase Games</i> Oct 2020

SKILLS

Language Mandarin Chinese (Native), English (IELTS: 6.5)
Programming Language Python, C# (Proficient), Html/CSS/JavaScript (Intermediate)
Professional Software Interactive Engineering(Unity, Touchdesigner, Arduino), Digital Content Creation(Blender)