

Tong Niu

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About me

I am a new media artist and information visualization researcher specializing in the intersection of sensory perception and narrative. Collaborating with perceptual psychologists, I integrate data aesthetics, immersive media, and interactive systems to create emotionally resonant experiences. My practice emphasizes visual consistency and creative innovation across platforms, working closely with production teams, artists, and developers. Through perceptual design, I aim to strengthen the emotional connection between media, industries, and audience.

Work Experience

Experiential Content Designer, Cross-boundary Art Exhibition, Shanghai by China Telecom (2022)

- » Designed Smart City Infrastructure and 5G-themed public installations in Shanghai, blending contemporary street style.
- » Directed advertising content and social media integration, garnering over 300,000 likes and followers.

Multimedia communication designer, Te-hua Porcelain Industrial Innovation and Development Institute (2021)

- » Coordinated with factories to deliver detailed project plans and client feedback.
- » Supported online promotion of the magazine during a publicity internship and developed its Acting and Performance program.

London Design Festival (LDF 09/2024)

- » Organized and curated a diverse exhibition featuring design jewelry, non-traditional crafts, classic paintings, calligraphy, contemporary artworks, photography, and video art.
- » Developed a cohesive narrative that emphasizes the artists' deep understanding of traditional culture while showcasing their innovative approaches in contemporary society.
- » Collaborated with artists to create an engaging experience that resonates with a broad audience.

Live performer, Sound Field Folding, Hundred Years Gallery, London (08/2024)

- » Incorporated soundscapes and spatial interactions into the performance. As an audiovisual designer with The Null-Flux, creating immersive, interactive real-time audiovisual experiences.

Immersive live performer, No.0 PI, IKLECTIK Art Lab, London (12/2023)

- » As a **sound designer** and **experience designer**, blending digital morphing techniques and experimental music to create real-time spatial soundscapes with synthesizers.

Invitational Exhibition of Changwon National University International Art Festival, Korea (10/2022)

- » Conducted exhibition work, using data analysis to establish social network with public in the context of the post-truth era.

Soft Skills: *AI filter, Communication across teams, Hotspot Traffic Analysis, Meeting organisation (various timezones), Media and Video Production*

Hard Skills: *Adobe Creative Cloud, Blender, After Effects, Touchdesigner, Logic, Ableton Live, Max, C4D, Blender, Touchdesigner, Effect House AR*

Education

Master Research of Art, Communication Design,
Royal College of Art, United Kingdom (09/2023- 09/2024)
Bachelor of Fine Arts, Digital Media Design,
Luxun Academy of Fine Arts, China (09/2018-07/2022)

Awards

- » *2023 The 9th INNODESIGN PRIZE, France - Bronze Award*
- » *2022 Finalist at The Kantar Information is Beautiful Awards*
- » *TOP 100 Emerging Designers of the Year 2022 at Asian New Generation Design Exhibition*
- » *2022 Red Dot Design Award-Brands & Communication Design*
- » *2021 Zhuhai Design Award-Greater Bay Area Design Power- Life Design Award*
- » *2020-2021& 2019-2020 Excellence Award of Times Young Creative Awards (National)*
- » *2020 Short-listed Award of The Great Art Era of the National Original Illustration Design Contest*
- » *2020 Silver Medal of Public-welfare of Quanzhou City*

LANGUAGES

- » Fluent at both written and spoken
- » English
- » Mandarin