

Haochen (Jimmy) Xu

Unreal Director · Cinematic Environment Designer · Practice-Led Researcher

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Profile

Unreal director and practice-led researcher investigating how spatial narrativity, material traces, and atmospheric cues shape digital experience. Through real-time worldbuilding in Unreal Engine, I study how composition, lighting, and virtual camera movement guide perception, memory, and affect. My work focuses on how subtle spatial adjustments and withdrawn objects contribute to storytelling.

Core Skills

- Cinematic environments & worldbuilding
- Spatial atmosphere & lighting design
- Narrative & perceptual sequencing
- Real-time production & virtual cinematography
- Previs & layout design
- Creative collaboration & art direction

Software: Unreal Engine, Blender, Maya, Rhino, ZBrush, Substance Painter, Houdini, Marvelous Designer, Photoshop, Illustrator, InDesign, Premiere Pro, Metashape, Reality Capture

Projects

Monsters — Music Video Collaboration Sep 2025 – Oct 2025

Previs · Story Development · Environment Designer
Eon Visuals

- Developed story and previs sequences defining spatial rhythm and camera movement.
- Created the opening room and corridor environments, supporting narrative pacing.

Where Memory Ends — Short Film Apr 2025 – Sep 2025

Director · Writer · Environment Designer
SCI-Arc

- Directed and designed the film, shaping its visual language around memory and identity.
- Focused on atmosphere, lighting, and camera movement; screened at the SCI-Arc exhibition.

Terraform — Short Film Jan 2024 – Apr 2024

Co-Director · Environment Designer
SCI-Arc

- Designed a virtual world integrating architecture and landscape to explore transformation.
- Developed spatial rhythm through lighting, composition, and pacing.

Millennium Guardian — Short Film Jul 2023 – Mar 2024

Director · Environment Designer
Taiyuan University of Technology

- Used photogrammetry to reinterpret the Longmen Temple through real-time rendering.
- Designed spatial composition and atmosphere, merging reconstruction with storytelling.

Experience

Shanxi Radio and Television Station — Production Intern Jun 2024 – Sep 2024

- Captured and processed LiDAR and photogrammetry data for digital reconstruction.
- Created cinematic heritage environments in Unreal Engine.
- Translated cultural artifacts into immersive virtual spaces.

OX3 Production — Production Intern Jun 2024 – Aug 2024

- Edited video content to study pacing, rhythm, and compositional flow.
- Collaborated with art directors to refine tone, mood, and continuity.
- Experimented with virtual background design using Unreal Engine.

Education

Southern California Institute of Architecture — Master of Science in Fiction and Entertainment Sep 2024 – Sep 2025

Southern California Institute of Architecture — Bachelor of Architecture Sep 2019 – Apr 2024