

Ke XU

Digital Product Designer with strong focus on data-driven iteration and interactive storytelling

Zhangzhou, Fujian, China | +86-198596998

Portfolio: xukeco.com

EDUCATION

Xiamen University, China | Sep 2022 – Jun 2026 (Expected)

Bachelor of Digital Media Art (Joint Program with University for the Creative Arts, UK)

- **GPA:** 3.18/4.0 (Ranking: 4/25)
- **Relevant Coursework:** Innovation & Entrepreneurship, Experimental Media, Maps & Networks, Interaction Design.
- **Scholarship:** Merit Undergraduate Scholarship (Top 10%), 2022-2025.

PROFESSIONAL EXPERIENCE

NetEase Games (Eggy Party) | Remote / Independent

Independent Content Developer & Strategist (UGC) | Nov 2023 – Nov 2025

- **Product Operation:** Managed a personal content brand within the NetEase ecosystem, accumulating **5.5 million+ plays**. Analyzed retention metrics (Day 1/Day 7) to iteratively optimize level difficulty and pacing.
- **User Engagement:** Designed and launched 20+ gamified maps. Leveraged data-driven insights to increase the completion rate of core "Parkour" levels by **15%**, directly improving user stickiness.
- **Monetization:** Achieved "Official Feature" status multiple times and successfully monetized traffic through the creator incentive program.

Shenzhen Buge Advertising Co., Ltd. | Shenzhen, China

Overseas Community Growth Intern | Sep 2024 – Nov 2024

- **Community Management:** Administered a **67,000-member** official Discord community. Improved user satisfaction to 96% by optimizing the inquiry response workflow (<3 min response time).
- **Data Analysis:** Produced 3 "Overseas UGC Trend Reports" by analyzing TikTok and Reddit trends, providing key insights that directly informed the product development of the "Halloween Maze" map template.
- **Localization:** Localized visual assets for 6 major events, contributing to a 25% increase in engagement for the overseas market.

Dongshan Media Center | Fujian, China

Visual Identity Designer (Intern) | Jul 2025 – Aug 2025

- **Brand Strategy:** Developed a cohesive visual identity system (VI) for a local agricultural assistance program (including logo, apparel, and posters), which helped secure national media exposure on CCTV News.
- **Content Production:** Directed photo coverage for 12 government-level events with a 90% publication adoption rate.

Givaudan Fragrance Group (Swiss) China Creative Center | Shanghai, China

New Media Interaction Designer (Collaborator) | 2023 – 2024

- **Interdisciplinary Design:** Collaborated with professional perfumers and chemists to translate invisible olfactory data into tangible 3D visual parameters.
- **Installation & Experience:** Designed an immersive installation merging scent technology with projection mapping, successfully visualizing the "structure of fragrance" for brand exhibition purposes.
- **Tech Implementation:** Utilized TouchDesigner to create generative visuals that reacted to scent diffusion triggers.

RESEARCH EXPERIENCE

Sensory Ethnography of Yuegang Town (1620-1900) | Xiamen University

Research Assistant (Design Anthropology) | Apr 2023 – Jun 2023

- **Methodology:** Conducted ethnographic research and textual analysis of historical documents to map the sensory landscape (smell, sound, touch) of a maritime trade hub.

- **Visualization:** Constructed a "Sensory Map" of Yuegang, analyzing how piracy and early religious activities influenced the local sensory environment and urban layout.
 - **Outcome:** Provided a new narrative framework for local cultural heritage preservation.
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PROJECT EXPERIENCE

Fruit Odyssey | *Solo Developer*

- **Overview:** A comprehensive death education initiative for adolescents, combining gamification with biological metaphors
- **Product Strategy:** Independently developed the "Fruit Odyssey" card game toolkit. Executed the complete "Double Diamond" design process, from identifying the market gap in life education to delivering the MVP.
- **Validation:** Conducted user testing with 6 students and parents, refining the game mechanics based on feedback loops.

Soulcore: Olfactory Emotional Companion | *Product Manager & UX Designer*

- **System Design:** Designed a Product-Service System (PSS) combining an IoT scent device with a mobile app to alleviate social anxiety among youth.
- **Innovation:** Proposed a "Scent-based Social Networking" model, challenging the visual-dominant paradigm of current social apps.
- **Technical Feasibility:** Created a functional prototype using Arduino and scent modules to demonstrate the "Emotion-Scent Translation" logic.

The Language of Humidity | *Creative Technologist*

- **Concept:** An interactive installation exploring dialect loss through the metaphor of humidity.
 - **Engineering:** Built a real-time control system using **Arduino Uno** and **DHT11 sensors**. Wrote **p5.js** code to map environmental humidity data to the visual decay effects of projected text.
 - **Exhibition:** Successfully deployed the installation in a gallery setting, achieving stable operation and high audience engagement.
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EXTRACURRICULAR ACTIVITIES

Student Union Advocacy Dept, Xiamen University | *Deputy Director* | Sep 2024 – Sep 2025

- Led university-wide advocacy campaigns and coordinated cross-departmental teams for public service events.

Digital Media Art Class | *Class Monitor* | Sep 2022 – Present

- Served as the primary liaison between 25 students and faculty; organized academic workshops and managed administrative logistics.
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VOLUNTEER EXPERIENCE

Community Service Program | *Volunteer*

- Contributed 60+ hours annually to local cultural heritage preservation events and community support activities.
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HONORS & AWARDS

- **Second Prize**, Milan Design Week China Design Exhibition | May 2024
 - **Merit Undergraduate Scholarship**, Xiamen University | 2022 – 2025
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TOOLS & SKILLS

- **Design Strategy & Research:** User Experience (UX) Research, Ethnography, Persona & Journey Mapping, Business Model Canvas, Service Blueprinting, Usability Testing, A/B Testing.
- **Digital & Virtual Production:** Unity3D, Unreal Engine, TouchDesigner, Blender, ZBrush, Adobe Creative Suite (Ps, Ai, Ae, Pr).
- **Creative Coding & Prototyping:** Arduino (Physical Computing), Python, Processing, p5.js, Raspberry Pi.
- **Languages:** Mandarin (Native), English (Proficient), Hokkien (Conversational).