QINGZHI LI

Xiamen, China 361000
Tel: (+86) 13600242502; E-mail: liqingzhi202406@163.com

RESEARCH PROFILE

Emerging feminist researcher focusing on the intersection of algorithmic governance, affective labour and gendered subjectivity in East Asian digital visual cultures. Currently developing qualitative and practice-based approaches to examine how platform technologies reshape historical gender norms and everyday experiences of looking.

EDUCATION

Xiamen University (985) & University for the Creative Arts (UCA), UK Sep. 2022 - Jun. 2026
Dual BA in Digital Media Art Expected in Jun. 2026
- Rank: 17/100 | GPA: 3.32/4.0 (83.58/100)
- Language of Instruction: Certified full English-medium instruction.
- Relevant Coursework: Interdisciplinary Art Practice 1 (91/100); Imagining Reality (Documentary Filmmaking) (91/100); Detailed Reading of Classic Foreign Novels (89/100); Hybrid & Crossover - Intermedia Art Practice (89/100); Professional Toolkit 1 & 2 (94/100).

AWARDS & HONORS

Merit Student Award (University-Level) 2022-2023, 2023-2024
Academic Excellence Scholarship (Faculty-Level) 2022-2023, 2023-2024
Excellent Social Practice Team & Report Award (University-Level) 2024

RESEARCH & PROJECT EXPERIENCE

Gendered Visuality and Platform Governance Jun. 2025 - Present
Principal Investigator
- Developed a feminist research journal on gendered visuality and platform governance, analysing how recommendation systems and visual interfaces shape norms of femininity and perception.
- Conducted qualitative and discourse-oriented analysis of East Asian cases, tracing how historically sedimented forms of gender discipline—from cultural narratives and institutions to contemporary digital platforms—shape body politics, emotional labour and mediated self-presentation.
- Extended this work into practice-based outputs (e.g. experimental video, interactive prototype), using creative forms to test and communicate the research questions.

Interactive Media & Procedural Design Portfolio Jun. 2024 - Jun. 2025
Project Lead & Technical Artist
- Developed interactive and audiovisual prototypes as "visual probes" within a practice-based research framework to explore perception and mediation in digital environments.

Provincial Innovation Project: Marine Science Communication Oct. 2023 - Mar. 2025
Principal Investigator
- Led an all-female team of four in designing cross-disciplinary communication media for marine science outreach.
- Framed the project through a collaborative feminist ethos and reflexive team methodology.

Faculty-Level Innovation Project Feb. 2023 to Jul. 2024
Core Member

- Contributed visual assets and narrative content from a feminist perspective for marine science outreach materials.
- Applied feminist design principles to enhance public engagement with scientific topics.

WORK EXPERIENCE

New Materials Company   Jul. 2025 - Aug. 2025
Video / New Media Operations Intern
- Authored a **critical reflection report** deconstructing gendered click-bait strategies and the political economy of attention in digital environments.
- Produced and scheduled short-form video content that reached over 20,000 cumulative views; one video peaked at 5,911 views and contributed to an increase in weekly engagement of around 20%.

EXTRACURRICULAR ACTIVITIES

Digital Village Research Project (Award-Winning Team)   Dec 2023 - Feb 2025
Core Member
- Conducted multi-phase fieldwork across eight villages in six Chinese provinces to document and analyse rural digitalisation practices.
- Contributed to the research report "Empowering Rural Revitalization with Digital Technology: A Farmer's Perspective" (university-level "Excellent Research Report" award, Dec 2024).

Volunteer Service (Xiamen University) | (Completed 150 hours)   Nov. 2022 - Jun. 2024
Volunteer

LANGUAGES & SKILLS

Research Competencies
- Critical & theoretical: Feminist theory; gender and media; critical discourse analysis; digital and auto-ethnography.
- Qualitative analysis: Qualitative coding; theoretical synthesis.

Technical & Practice-Based Methods
- Practice-based and interactive systems: TouchDesigner; Blender (including Geometry Nodes).
- Generative AI used for critical inquiry: image and voice generation tools (e.g. Midjourney, ElevenLabs).
- Web technologies: HTML/CSS/JavaScript (for simple research dissemination and prototypes).

Languages
- Mandarin (native).
- English (fluent; full English-medium undergraduate programme).

PORTFOLIO

Feminist experimental video on gendered visuality
Solo Project (Concept, Visuals)
- Link: https://1drv.ms/v/c/48efb5e41713198f/IQDuY9eHAmLVRr5UpcytlZuiAcIHl50UqnkTlV6tDEHhn4U

Interactive game prototype on gendered rules and platform governance
Co-created (Concept, Visual Design)
- Link: https://1drv.ms/v/c/48efb5e41713198f/IQD-64ZDcvfSSbTaj7pWLZ9DAfo4rtamIFmeYmMi-ohsEXc