

QINGZHI LI

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RESEARCH / CREATIVE PROFILE

Practice-led media artist – researcher in East Asian digital visual cultures, developing experimental moving-image, sound, and interactive game works that examine how platform regimes of looking and intergenerational expectations shape visibility, subjectivity, and everyday perception. Uses generative AI for perceptual contextualisation without fixed referents, treating it as both material and object of critique.

EDUCATION

Xiamen University & University for the Creative Arts (UCA), UK	Sep. 2022 – Jun. 2026
Dual BA in Digital Media Art	Expected in Jun. 2026
<ul style="list-style-type: none">Rank: 17/100 GPA: 3.32/4.0 (83.58/100)Language of Instruction: Fully English-medium instruction (certified).Key modules: Interdisciplinary Art Practice 1 (91/100); Imagining Reality (Documentary Filmmaking) (91/100); Professional Toolkit 1 & 2 (94/100).	

AWARDS & HONOURS

• 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

WORK EXPERIENCE

New Materials Company	Jul. 2025 – Aug. 2025
<i>Video / New Media Operations Intern</i>	
<ul style="list-style-type: none">Produced and planned short-form videos for Douyin, achieving 20,000+ cumulative views; the top-performing video reached 5,911 views and supported ~20% week-on-week engagement growth.Wrote a critical reflection report analysing gendered clickbait strategies and the political economy of attention in short-video platforms.	

RESEARCH & PROJECT EXPERIENCE

Gendered Visuality and Platform Governance	Jun. 2025 – Present
<i>Lead Artist – Researcher (Practice-based)</i>	
<ul style="list-style-type: none">Created an experimental video using collage, multi-channel editing and AI-generated imagery/voice to explore bodily alienation and feminist subjectivities in East Asian short-video and influencer cultures.Co-developed (two-person; concept/visual symbolism/narrative logic) a rule-based maze game using natural female predators as metaphors to model how gendered power structures—shaped by platform logics and normative aesthetics—constrain subjectivity and agency toward predetermined “exits.”Authored a research journal grounded in feminist, affect, and platform studies, theorising the algorithmic gaze in East Asian digital cultures and the ethical stakes of generative AI in arts and cultural analysis.	

Interactive Media & Procedural Design Portfolio	Jun. 2024 – Jun. 2025
<i>Project Lead & Technical Artist</i>	
<ul style="list-style-type: none">Developed interactive and audio-visual prototypes in TouchDesigner and Blender as “visual probes” to examine how real-time, data-driven media systems organise perception and user experience, building a technical foundation for computational media and generative AI in arts and culture.	

- Designed and implemented web-based and 3D interactive interfaces as experimental environments for studying attention, interaction, and mediated presence.

Chinese Familial Expectations: Intergenerational Transmission

Mar. 2024 – Jul. 2024

Solo Practice-based Researcher

- Created an experimental video using a puppet-family model and symbolic visual metaphors to examine how expectation is reproduced through blood ties and hierarchical kinship relations.
- Produced a soundscape that constructs a first-person listening perspective, staging expectation as cumulative psychological pressure across a life-course timeline.
- Developed an installation study using a repeatable participatory protocol to render imposition, recognition, and detachment legible as spatial relations.

Provincial Innovation Project: Marine Science Communication

Oct. 2023 – Mar. 2025

Project Leader (Funded)

- Led a cross-disciplinary team to translate marine science into public-facing visual narratives—long-scroll infographics, an illustrated atlas, a stop-motion short, and platform-ready derivatives—balancing scientific accuracy with audience legibility.
- Built a reusable workflow and asset pipeline (templates, visual rules, shared asset management) to support parallel production and cross-role review, ensuring consistent multi-format outputs.

Faculty-Level Innovation Project

Feb. 2023 – Jul. 2024

Core Member

- Developed visual assets and narrative content for marine science outreach to make complex ocean issues more accessible and engaging for non-specialist audiences.

EXTRACURRICULAR ACTIVITIES

Digital Village Research Project (Award-Winning Team)

Dec. 2023 – Feb. 2025

Core Member

- Conducted multi-phase fieldwork in eight villages across six Chinese provinces on rural digitalisation, focusing on how e-commerce, online service platforms and short-video apps reshape local industries and cultural circulation.
- Co-authored the report “Empowering Rural Revitalization with Digital Technology: A Farmer's Perspective”, which received University-Level “Excellent Team” and “Excellent Research Report” honours.

Volunteer Service, Xiamen University (150 hours)

Nov. 2022 – Jun. 2024

LANGUAGES & SKILLS

Research & Theoretical Competencies

- Feminist theory; gender and media; East Asian digital cultures; critical discourse analysis; digital and auto-ethnography; practice-based research; critical media practice; AI and the humanities; AI ethics.
- Academic writing: long-form research journal and analytical essays in English.

Tools & Creative Systems

- Generative AI workflows for image/voice (prompting, iteration, curation); TouchDesigner; Blender; Adobe Creative Suite; Final Cut Pro; HTML/CSS/JavaScript.

Languages

- Mandarin (native); English (fluent).