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Portfolio Website: aliceleon.org

PROFILE

- Intrigue in observing human behaviors, society, and the world; trying to present my understanding of their relationships through design works.
- Developing great interest in interactive tech and attempting to define different experiences and feelings for others.
- Utilizing built up skillsets such as active thinking, innovation spirit, and excellent communication ability.

EDUCATION

09/2019 - CURRENT UNIVERSITY COLLEGE LONDON

London, UK

Course: Design for Performance and Interaction MArch

- **Communication.** Skill of collaborating with people from different backgrounds. Teamwork & Communicating.
- **Technical skills.** Working knowledge of technical systems including sound, lighting, interactive computation and electronics.
- **Exhibited work** in *Ars Electronica Online (2020)* and *Late at Tate Britain (2019)*
- **Video editing.** In charge of all the videos editing work in 2020. Clear ideas and good narratives.
- **Better understanding of art.** Engaged in multiple assignments and projects trying to understand perspective.

09/2014 - 07/2018 COMMUNICATION UNIVERSITY OF CHINA

Beijing, China

Course: Digital Media Arts (New Media Design) BA

Core modules: Mobile Media Design, Webpage Design & Script Programming, 3D Animation, Multimedia Interactive Technic, User Interface Design, User Experience Design, Graphic Design, Photography Skills.

09/2014 - 07/2016 COMMUNICATION UNIVERSITY OF CHINA

Beijing, China

Course: Information and Computing Science

- Essential Mathematics and Programming Training.
- **Class Commissary in Charge of Study.** Reflected classmates' study status to professors and assisted in teaching activities.

QUALITATIVE RESEARCH EXPERIENCE

2020 - CURRENT UCL DEGREE THESIS PROJECT

London

An ongoing research project about language in general: the loss in literal translation between languages and the translation from intentions to actions, behaviors to consequences.

It consists of two parts: *Find X*, focusing on language as a way of seeing; *Ma Fleur*, a short film focusing on algorithmic biases and their influence on people's life and how it can be shown through interactions between people and their household devices. Currently finishing recruitment for script defined roles.

- **Software solutions:** Using machine learning method to help realize expected functions (P5.js + Arduino). Designed and built interactive webpage <https://aliceleon.org/findX/> (Desktop Only) interface.
- **Hard ware solutions:** Arduino circuit building for the robot (*Find X*) and interaction of all 3 household props (*Ma Fleur*, *In Progress*) as defined in the script; Laser cutting, 3D printing and finalizing.
- **Teamwork:** Ensuring a smooth workflow by utilizing individual talents on different aspects of this project. Continued in the next point.
- **Presentation skills:** I make really good slides and easy to understand illustrations for quick briefs. Created individually the storyboard for the project.
- **Problem Solving:** Advanced researching skills and fast-learning abilities have made me efficient in all sorts of teamwork.

PROFESSIONAL EXPERIENCE

04/2019 - 05/2019 FREELANCER

China

Developer & Consultant

- Tutoring students with solutions to their assignments (Processing).
- Freelance developer (Processing). Providing multi-media solutions to interactive art project.

08/2018 - 04/2019 ALGORITHM ART LABORATORY

China

Full-time Intern

- **Creative content providing.** Social media account content creation, writing original articles, designing covers, diagrams, business cards and layout.
- **Translation.** Technical article translation.
- **Custom interactive software development** with Unity 3D and Processing, Resolume Avenue.
- **Workshop tutor** (lectures on generative art, technical skills sharing and studio workflow).

04/2018 - 10/2018 BAIDU

China

Part-Time Contract Designer

- Graphic design for banners, web and mobile content.

08/2016 BEIJING INTERNATIONAL RADIO, TV & FILM EXHIBITION

China

Intern

- Distributed publicity materials, assisted in the layout of the venue, and managed the exhibition area.

09/2015 - 06/2017 COMMUNICATION UNIVERSITY OF CHINA

China

Team Member (Network and new media department of youth league committee)

- **Social media content designer.** In charge of the layout and design work involving covers, mobile web content and mobile user interface. Helped with having big increase in followers.

TECHNICAL SKILLS

Programming: **Processing**, JavaScript (**P5.js**, Canvas-Sketch, WebSocket), Html, CSS, Unity 3D & C#

Design: **Adobe Photoshop**, **Figma**, Sketch

Video Editing: Adobe After Effects, Adobe Premiere, iMovie.

Hardware: **Arduino**, **Kinect2**, ESP8266, ESP32, Leap Motion

Others: Cinema 4D; Fabricating skills targeting at 3D printing; Soldering.

LANGUAGE SKILLS

Chinese (Native); **English** (Fluent)

INTERESTS

- **Music.** Live performances and concerts. Supporter of local folk songs. Had experience as a volunteer for Beijing International Musical Festival.
- **Movies.** Especially as an art form rather than an entertainment medium. One of two scriptwriters for my group's short film for our thesis design project. Solo storyboard artist on the same short film despite no past involvement directly in filmmaking.

REFEREES (AVAILABLE ON REQUEST)
