

XINYI ZHENG

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Education and Qualifications

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| 2024.9 - present | University of the Arts London Creative Computing Institute; UK | Msc Computing and Creative Industry |
| 2021.9 - 2023.3 | Fudan University Shanghai; China | Cross-institutional Minor in Law |
| 2020.9 - 2024.5 | University of Shanghai for Science and Technology Shanghai; China | BA Visual Communication Design |

Work Experience

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| 2022 Jul – 2022 Aug | Lanvin Group (Shanghai Office) <i>Department of Visual Merchandising</i> <ul style="list-style-type: none">Supported visual display and seasonal renovation for Sergio Rossi, Welford, St. John and other brands in department stores.Assisted in store layout adjustment and product presentation to highlight key collections. Examples that may assist you –Coordinated prop installation, signage updates and window displays during campaigns.Conducted on-site inspection and photo documentation to ensure brand consistency. | VM Intern |
| 2021 Jul – 2021 Aug | IKEA China (Shanghai Baoshan Store) <i>Department of Communication and Interior design</i> <ul style="list-style-type: none">Designed wall decoration for the Baby Care Room, enhancing space with user-centered and brand-aligned concepts.Supported the design and refinement of in-store wayfinding systems, ensuring clarity and consistency in visual communication.Created and posted communication posters and boards, translating design concepts into effective in-store displays. | Design Intern |

Specializations

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| Focus Areas | Interactive Media& Coding <ul style="list-style-type: none">Works integrating gesture recognition, computer vision, and AI-based models, using Python, TensorFlow, MediaPipe, and TouchDesigner to connect technology with artistic expression. Game& Digital Experience <ul style="list-style-type: none">Created Unity and Processing prototypes focusing on player interaction, real-time feedback, and narrative immersion, exploring how coding and design principles shape digital experiences. Visual Communication& Spatial Design <ul style="list-style-type: none">Comprehensive experience across major visual communication domains including graphic design, typography, branding, motion graphics, and spatial/environmental applications. |
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Skills& Software

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| Design & Visualization: | Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Sketch, Blender, Prototyping, C4D. |
| Programming: | Python, JavaScript; frameworks incl. TensorFlow, PyTorch, MediaPipe, OpenCV, Unity. |
| Interactive Medias: | TouchDesigner, Processing (P5.js), Arduino basics. |
| Research & Analysis: | User-centered design, creative coding, visual storytelling, cross-cultural communication. |