

CHANGXING YAN

+44 7529271857 changx.yan.99@gmail.com

<https://changxingyan.github.io/>

EDUCATION

- 2020-2021 **MA Digital Media: Production:** University College London (**Distinction**)
Dissertation Thesis: Merging Interactive Gameplay and Cutscene with the Application of Experiential Narrative Skills
Modules included: Digital Game Design; 3D Animation Production; Digital Media Theory; Digital Media Enquiry
- 2016-2020 **BA Advertising Studies:** East China Normal University
Modules included: Computer Graphics Design; Application of Multimedia Technology; Audio-visual Language and Advertising Production
- Fall 2018 **Exchange Semester:** University of Oklahoma
Fully funded by China Scholarship Council
Modules included: Post-Production & Graphics; Interactive Media

PROFESSIONAL EXPERIENCE

- 2022-present **Graphics & Payout Operator,** QVC UK, London
- Prepared, checked and provided the live graphics in a live and off-line broadcast media environment that ultimately allows customers to see and purchase items featured on air and on other platforms
 - Operated and be accountable for playing out QVC's on-screen graphics system and content payout & acquisition system
 - Support shows that generate in excess of £60 million annually
- Shadow Experience,** QVC UK, London
- Shadowed Senior Motion Graphics Developer once a month to apprentice live graphics development in Viz Artist.
 - Developed motion graphics and play-out GUI under supervision
 - Helped to debug and test graphic systems weekly
- 2018-2019 **Visual Design Intern,** Deloitte China, Shanghai
- Created motion graphics for Digital Analysis Institute, including storyboarding, asset production and animation in Illustrator and After Effects.
 - Designed and co-developed departmental websites in an internal content management system.

RESEARCH INTERESTS

Interactive Digital Narrative

I am interested in the storytelling of interactive experiences, especially of video games. I am keen on discovering new connections between video games and games-inspired retellings with structural analysis.

I am also interested in the further development of post-structuralist cultural theories with instances of novel technology, such as procedural generated content.

UNIVERSITY RESEARCH PROJECTS

Dissertation Thesis *“Merging Interactive Gameplay and Cutscene with the Application of Experiential Narrative Skills”*

- Applied practice-based methodology resulting in a prototype as an interactive game that implanted narrative skills of experimental films.
- Developed the game prototype from scratch in Unity 3D and created all the game assets by myself.
- Conducted multimodal analysis to the prototype and reflected on my game-making and playing.

Course project *“From Ludology vs Narratology to Representation and Simulation: How do narrative and gameplay work collaboratively in puzzle-adventure games?”*

- The project aims to provide an alternative viewpoint for the ludology vs narratology debate of games under lenses of media studies.
- Developed the literature review around concept of simulation, examining it in the sense of Baudrillard’s simulacra, and focus to project a variety of game genre onto a map representation and simulation, instead of narrative and gameplay.
- A puzzle-adventure game is created by a three-person group, me being the leader, integrating several mini-games and puzzles, embed in a classical hero narrative to examine the validity of the theoretical framework.

SCHOLARSHIPS

- China Scholarship Council Undergraduate Excellence Exchange Programme Scholarship (2018)
- East China Normal University Student Scholarship (2017 & 2018)

TEACHING EXPERIENCE

- Planned and led one seminar “After Effects Workshop for Data Journalism” in 2019

SKILLS

- Proficiency with Adobe Suite, Unity 3D, Maya and Microsoft Office. Coding proficiency in C# and Html.
- Native Chinese, proficient English, intermediate Japanese.

OUTREACH

- ECNU Volunteer Team, Weekend Tutor: Worked as a tutor at nearby community centre to help local students. with their schoolwork and answer questions relevant to university and career choices.
- ECNU Xingjia Volunteer Society, Personal Tutor: Paired up with one local student for a whole year, home-tutored the student, reviewing schoolwork with her and teaching English.

