



Zitao Liu

M.A. Student

School of Art and Design,
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INTERNSHIP EXPERIENCE

NetEase, Inc.



Interaction Designer (Intern)

Oct, 2022 - Mar, 2023

Project of *Harry Potter: Magic Awakened*

Main Work Content

- Participated in the interaction design work for the domestic version update of *Harry Potter: The Magic Awakened*, and completed a number of version iteration requirements;
- Participated in the interaction design and development of the foreign phone game version and the PC game of *Harry Potter: The Magic Awakened*;
- Leading and participating in the interaction design work of ZEN Studio's project management tool (to B);
- Collecting and organizing industry information and outputting industry information reports of design area.

EDUCATION EXPERIENCE

Sep, 2019

B.E. in Industrial DesignProgram of **Innovation Class of Experience Design**

Guangdong University of Technology

The First National First-Class Undergraduate Programs

Jun, 2023

Sep, 2023

M.A. Student

Major in Design

Guangdong University of Technology

Jun, 2026
(expected)

Overview of Education

GPA 3.78 / 5.0

Ranking Top 20% (23/116)

PROJECT EXPERIENCE

1 Innovation Training Program Project Leader 2022

Research and Practice on Social Innovation Design to Address Solid Waste Issues - Example of a Project to Construct a Campus Agricultural Garden

The project mainly focuses on intervening in the social issue of resource utilization of solid waste problems by means of social innovation design, and tries to provide solutions in the special context of campus. In the project, I am mainly responsible for coordinating and managing the project, analyzing the theory of the project, seeking theoretical support, and presenting academic results for the project.

2 User Experience Design Award Project Leader 2021

LIJIANG Specialty Gift Selection and Delivery Experience Design

The project focuses on the difficulty of gift delivery, and provides a systematic solution to this problem through the combination of experience design methodology and service design thinking. I was responsible for the overall project management, user research, product interaction design and other parts of the project.

DESIGN AWARDS

1 National Advertising Art Design Competition for College Students Aug, 2022

*Taobao Interaction Design for the Elderly*Guangdong Regional Round **Second Prize**

National Level

Excellence Award

2 10th National College Digital Art & Design Awards Aug, 2022

Guangdong Regional Round **Second Prize**

3 China creative challenges contest Dec, 2021

Guangdong Regional Round **Third Prize**

*First author on all of the above awards