HELLO

Zitao LIU

M.A. Student

(Expected to graduate in June 2026)

Contact

(+86) 180 8683 1445
liuzitao.design@outlook.com

liuzitao.top ↗

INTERNSHIP EXPERIENCE

NetEase, Inc.   Oct 2022 – Mar 2023

Interaction Designer（Intern）
Project of *Harry Potter: Magic Awakened*

(Main Work Content)

• **Interaction Design**: Contributed to the interaction design updates for both the domestic mobile version and the international PC version of Harry Potter: Magic Awakened, successfully completing over 30 version iteration requirements.

• **Industry Research**: Assisted in gathering and organizing new information on game interactions, producing a weekly industry consultation report.

• **B2B Platform Design**: Led the interaction design for two project management tools within the studio (B2B).

• **Pre-research about New Feature**: Independently conducted preliminary research on user-generated content (UGC) for the project, compiling a competitive analysis of UGC systems from various representative games, identifying opportunities for UGC implementation within this project, and delivering a conceptual design for the UGC system along with a comprehensive research report.

DESIGN AWARDS

1 National Advertising Art Design   2023
    Competition for College Students

    Guangdong Regional Round   **Second Prize**
    National Level   **Excellence Award**

2 10th National College Digital Art   2022
    & Design Awards

    Guangdong Regional Round   **Second Prize**

                        ......
*First author on all of the above awards

EDUCATION EXPERIENCE

B.E. in Industrial Design   Sep 2019 – Jun 2023
Guangdong University of Technology

`The First National First-Class Undergraduate Programs`

GPA   3.78/5.0（top 15%）

Main Courses   Service Design / Methods of Experience Design / Product Semantics / Cognitive Psychology

M.A. Student in Design   Sep 2023 –
Guangdong University of Technology

Research Interests   Experience / VR / Narrative Design

Summer School（Offered in English）   Jun 2024 – Jul 2024
Southern University of Science and Technology

Selected to participate in the *AI in Design* summer school held at SUSTech, collaborating with design students from around the world in a series of AI design workshops and lectures.

PROJECT EXPERIENCE

1 Design of B2B tools   2023
    (Project of Studio Efficiency Enhancement)

    (Requirement of Level S) (to B) (Project Leader)

    The team needed to merge 20+ spreadsheets daily, including complex data like role configurations and narrative branches. The manual process was inefficient, and third-party tools posed data security risks and lacked multi-version rollback support.

    I designed and developed a secure, efficient spreadsheet merging tool from scratch, focusing on improving merging speed by over 50% and creating a user-friendly visual interface.

    Through research on planner habits and scenarios, I identified five key requirements, such as cross-sheet conflict detection and one-click operation log generation. After analyzing existing tools and gathering user feedback on prototypes, I produced comprehensive product documentation and high-fidelity designs. The tool was successfully deployed within the studio and received positive feedback.

2 Innovation Training Program   2022
    (Project Leader)

    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.

UNIVERSITY EXPERIENCE

1 Class Monitor   2019 –2021 / 2023 –2025

2 Head of the Cultural and Sports   2020 –2021
    Department of the Student Union

TECHNICAL SKILLS

FIGMA   BLENDER

ADOBE PHOTOSHOP   UNITY

HTML / CSS   STABLE DIFFUSION