

Zihao Xiao

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EDUCATION

Goldsmiths, University of London Sep 2022 - Sep 2023
MA in Computational Arts

- Weighted Average Degree: 2:1 (Merit)
- Modules include: Creative Coding (P5JS, figma, HTML, CSS), Machine Learning (Stable Diffusion, P5JS+ML5.JS, Colab), Physical Computing (Arduino), Special Topic for Programming in Performance and Installation (Max/MSP, OSC),

Keyi College of Zhejiang Sci-Tech University Sep 2018 - Jun 2022
BA in Environmental Design

- Academic Achievement: GPA 3.02/4.5
- Modules include: 3D (Blender, SketchUp+Enscape, Lumion), Graphic Design (Photoshop, Illustrator, InDesign, Figma), 2D Drawing (AutoCAD)

PROFESSIONAL EXPERIENCE

WithWheat Overseas Cooperation Projects designer Sep 2023 - Oct 2023

- Responsible for the design of project brochures, merchandise layout and menu design.
- Establishing investment risk model, providing brand empowerment for the stores, placing on social media such as RedBook and Instagram, with total views of 200,000+ on hot articles to continuously secure brand heat.
- Research the intention to choose the site, analyze the market demand, screen out more than 300 key consumer opinions from 900 valid information, and produce a research report. In-depth discussion with investors, collect investors' qualifications and capital, and submit them to the headquarters for review.

Semicolon Arts Communication Co., Ltd., Shanghai Design Assistant Mar 2023 - Sep 2023

- Assisted the Lead Designer in conceptualizing and modeling
- Enhancing PowerPoint presentations, and designing conceptual artwork for interactive installations.
- Collaborated on the execution of the XXX (confidential) Light Art Festival project.
- Responsible for liaising with clients, gathering site information, conducting background research and organizing data.
- Collaborating with senior designers during the conceptualization phase. Participated in cross-company teamwork and conducted multi-dimensional cooperation and exchanges with target companies.

ANICONOCLASM Visual Art Exhibition Curatorial Staff May 2023 - May 2023

- Designed exhibition posters and associated materials.
- Orchestrated spatial planning, flow design, and thematic categorization for over 100 interdisciplinary new media artists.

Shanghai Xuanji Decoration Engineering Co., Ltd. Design Intern Jun 2020 - Aug 2020

- Proficiently employed software like Photoshop and Illustrator to formulate plans, participate in data collection and integration.

CAMPUS INVOLVEMENT

Master of Art - Computational Arts Sepr 2022 - Sep 2023

- Proficient in using open-source programming environments like Visual Studio Code and Arduino; skilled in JavaScript, Python, and C++ programming languages.
- Proficient in utilizing tools such as 3D printers, laser cutting machines, wearable technologies, projection art, and various interactive sensors for creative projects.
- Acquired expertise in physical programming computation, web design, computer art theory, MAX/MSP digital audio processing and synthesis, and programming environments tailored for machine learning applications.

Bachelor of Art - Environmental Art Design Sep 2018 - Jun 2022

- Proficient in software tools for modeling, rendering, and editing, including SketchUp, Blender, CAD, Lumion, and Adobe Creative Suite applications.

SKILLS

- Proficient in: SketchUp, JavaScript, CAD, Lumion, Photoshop, Illustrator, InDesign.
- Competent in: C++, Arduino, Max/MSP, Touch Designer, PR, V-Ray, Python for Machine Learning, Node.js, Three.js