

# Xian Xu

✉ xian.xu@connect.ust.hk | 🏠 <https://xxuxian.github.io/> | 📍 CB3 0SZ, Cambridge, UK

## Basic Information

Gender: Female Birthday: 1994-5 Writer, Interdisciplinary Computational Media and Arts Researcher  
Research interest: Data-driven Storytelling, Cinematic Arts, Arts Education in VR and the Metaverse, and Human-Computer Interaction. I am devoted to enhancing data-driven storytelling and arts education by extending not only the disciplinary depth but also the interdisciplinary breadth.

## Education Background and Research Experience

**Cambridge University, Research Visiting Fellow** *Cambridge, UK*  
Cambridge Digital Humanities, School of Arts and Humanities, work with Prof. Caroline Bassett  
Apr. 2023 - Jul. 2023

**Oxford University, Research Visiting Fellow** *Oxford, UK*  
Oxford e-Research Center, Department of Engineering Science, work with Prof. Min Chen  
Jan. 2023 - Mar. 2023

**Peking University** *Beijing, China*  
Visualization Summer School, hosted by Prof. Xiaoru Yuan  
Jul. 2022

**The Hong Kong University of Science and Technology** *Hong Kong, China*  
PhD in Computational Media and Arts, Supervised by Prof. Huamin Qu  
Aug. 2020 - Aug. 2023

**The Central Academy of Drama** *Beijing, China*  
MFA in Drama and Film Studies, GPA (3.92/4.0) Ranking (1/25)  
Sep. 2017 - Jul. 2020

**The Central Academy of Drama** *Beijing, China*  
BS in Directing (Film and TV Producing), GPA (3.88/4.0) Ranking (1/40)  
Sep. 2013 - Jul. 2017

## Publications

- [1] **Xian Xu**, Aoyu Wu, Leni Yang, Zheng Wei, Rong Huang, David Yip, Huamin Qu. "Is It the End? Guidelines for Cinematic Endings in Data Videos" *ACM CHI 2023*. <https://dl.acm.org/doi/10.1145/3544548.3580701>
- [2] **Xian Xu**, Leni Yang, David Yip, Mingming Fan, Zheng Wei, Huamin Qu. "From 'Wow' to 'Why': Guidelines for Creating the Opening of a Data Video with Cinematic Styles" *ACM CHI 2022*. <https://doi.org/10.1145/3491102.3501896>
- [3] **Xian Xu**, Wai Tong, Zheng Wei, Meng Xia, Lik-Hang Lee, Huamin Qu. "Cinematography in the Metaverse: Exploring the Lighting Education on a Soundstage" *IEEE VR Poster 2023*. [10.1109/VRW58643.2023.00128](https://doi.org/10.1109/VRW58643.2023.00128)
- [4] Leni Yang, **Xian Xu**, Xingyu Lan, Ziyang Liu, Shunan Guo, Yang Shi, Huamin Qu, Nan Cao. "A Design Space for Applying the Freytag's Pyramid Structure to Data Stories" *IEEE VIS 2021 (TVCG)*. [10.1109/TVCG.2021.3114774](https://doi.org/10.1109/TVCG.2021.3114774)
- [5] Leni Yang, Aoyu Wu, Wai Tong, **Xian Xu**, Zheng Wei, Huamin Qu. "Understanding 3D data Videos: From Screens to Virtual Reality" *IEEE PacificVis 2023 (Available at SSRN 4361223)*.
- [6] **Xian Xu**, Zelin Ye, Yuanzhe Jin, Leni Yang, Huamin Qu, Min Chen. "The Design Space of Short Technical Storytelling Videos: Through the Lens of Preview Videos in VIS Conferences" *TVCG 2023 (Under Review)*.
- [7] **Xian Xu**, Wai Tong, Zheng Wei, Meng Xia, Lik-Hang Lee, Huamin Qu. "Cinematography in the Metaverse: Exploring the Lighting Education on a Soundstage" *ISMAR 2023 (Under Review)*.
- [8] Zheng Wei\*, **Xian Xu\***, Lik-Hang Lee, Wai Tong, Huamin Qu, Pan Hui. "Feeling Present! From Physical to Virtual Cinematography Lighting Education with Metashadow" *ACM MM 2023 (Under Review)*.

## Awards and Honors

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Jan. 2023	<b>Scholarship:</b> “HKUST Overseas Research Award”	<i>Hong Kong, China</i>
Aug. 2020-2023	<b>Scholarship:</b> “Postgraduate Scholarship of HKUST”	<i>Hong Kong, China</i>
Jul. 2020	<b>Honorary Title:</b> “Excellent Postgraduate of Beijing”	<i>Beijing, China</i>
Dec.2019	<b>Scholarship:</b> “National Scholarship for PG Students”	<i>Beijing, China</i>
Dec.2017	<b>Scholarship:</b> “National Scholarship”	<i>Beijing, China</i>
Jul. 2017	<b>Honorary Title:</b> “Excellent Undergraduate of Beijing”	<i>Beijing, China</i>
Dec.2016	<b>Scholarship:</b> “National Scholarship”	<i>Beijing, China</i>
Jul.2016	<b>Scholarship:</b> “First-class Academic Award from CAD”	<i>Beijing, China</i>
Dec.2015	<b>Scholarship:</b> “National Scholarship”	<i>Beijing, China</i>
Jul.2015	<b>Scholarship:</b> “First-class Academic Award from CAD”	<i>Beijing, China</i>
Dec.2014	<b>Scholarship:</b> “National Scholarship”	<i>Beijing, China</i>
Jul.2014	<b>Scholarship:</b> “First-class Academic Award from CAD”	<i>Beijing, China</i>

## Teaching Experience

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<b>IDPO 2020 Cross-disciplinary Design Thinking, HKUST</b> Assist for Prof. Rong Zhang and Prof. Jinni Zhou	<i>Teaching Assistant</i> Feb. 2022 - Jun. 2022
<b>CMAA 5008 Visual Communication, HKUST</b> Assist for Prof. David Yip	<i>Teaching Assistant</i> Sep. 2021 - Jan. 2022
<b>The Central Academy of Drama</b> Peking Opera, Dance Drama, Opera, and Film & TV Departments	<i>Counselor</i> Sep. 2018 - Jul. 2020
<b>Middle and Primary Schools in Beijing, China</b> Drama and Film Arts Education	<i>Drama Instructor</i> Sep. 2017 - Jul. 2018

## Work Experience and Creations

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<b><i>Data Visualization X Cinematic Arts</i></b> Four Cinematic Data Video Endings with Punctuation Marks	<i>Writer and Designer</i> created in Sep. 2022
<b><i>Arts Education &amp; Technology Startup</i></b> Art Mirror Network Technology Co.	<i>Co-Founder</i> founded in Jan. 2019
<b><i>Our Glamorous Time</i></b> TV Play of Zhejiang TV and Dragon TV in China	<i>Screenwriter</i> Broadcasted in Dec. 2018
<b><i>I Like to be Independent</i></b> Bestseller in China	<i>Writer</i> Published in May 2017
<b><i>Silent Love</i></b> Film of CCTV6	<i>Screenwriter</i> Created in 2016
<b><i>Mind Reader</i></b> Suspense-themed Microfilm	<i>Screenwriter and Director</i> Created in 2015
<b><i>Hurt</i></b> Youth Campus-themed Microfilm	<i>Screenwriter and Director</i> Created in 2014
<b><i>AB Sides</i></b> Youth Campus-themed Microfilm	<i>Screenwriter and Director</i> Created in 2014

## Personal Skills

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<b>Languages</b>	English (Fluent), Cantonese (Native), Mandarin (Native)
<b>Personality</b>	Optimistic, curious about new things, hardworking, and easygoing
<b>Specialty</b>	Project management and teamwork