In 2014, Flappy Bird, a side-scrolling mobile game featuring 2D retro style graphics received a sudden rise in popularity all over the world. It reminds me of the games like Super Mario and Contra that I used to play in childhood when pixelated games were in its golden age. Look at the online games now – both the three-dimensional scene and elaborate background music make them more attractive. Digital media technology does change the game industry a lot. In fact, such technology has penetrated into every aspect of our lives, contributing to every piece of perceived, manageable and interactive information we see on websites and other media. Its ubiquitous application triggered my interest in the field of digital media technology.

In retrospect, I managed to gain a comprehensive understanding of multimedia technology via *Web Programming Design, Plane Animation Production, Multimedia Technology,* etc. during my undergraduate years. Majoring in Computer Science and Technology, I am a proficient programmer with in-depth knowledge in various programming languages such as Python, MATLAB and Java, which allows me to develop video games and other relevant innovative products. I also take pride in my proficiency in graphics editor and design software, including Photoshop, SketchUp, Adobe Illustrator, and so forth. My dedication to academic pursuit enabled me to garner one of the topmost GPAs department-wide and numerous prestigious scholarships.

Apart from computer theories, innovative projects were the most rewarding parts of my previous study. Most notably, I built a Flask-based Job Posting Information Visualization System. To be specific, I utilized the DMatrix in Python to separate data into a training set and test set, and trained a machine learning model via Logistics regression, reaching an accuracy rate of 0.944. Besides, I designed a machine learning algorithm that used algorithms such as Naïve Bayes, Random Forest, Neural Network, etc. to calculate the degree of contribution of different features based on the Gini Index. I also implemented essential visual elements and UI designs via the LayUI framework and completed the data visualization process by ECharts. Thus, users can get a visual overview of the average salary of a specific job in a city by entering keywords such as education background, work experience, location, job category, etc. into the system. This project gave me a taste of how information can be leveraged to solve real-world problems and bring benefits to individuals.

Hoping to get more in touch with real-life problems, I sought for opportunities to take internships. In 2022, I worked as a FinTech intern at China Construction Bank, where I was involved in the development of a WeChat mini program. In the beginning, I designed questionnaires and posted them online to gain familiarity with customers' needs. After acquiring sufficient information, I discussed the critical points with colleagues to help making product development strategies. In addition, I took part in application design, such as creating icons with Photoshop and Adobe illustrator. After the application was preliminarily launched, I was responsible for operating the application to identify program errors and debugging. In order to improve consumer experience, I managed to develop innovative ways to adjust the page layout and upgrade the system. Through that experience, my computer skills were enhanced a lot. Also, I sensed that the utilization of information technologies, especially application development should be user-directed and cater to consumers' requirements. A successful product was based on massive market research, product positioning, user analysis, and advanced technologies. Hence, I yearn for higher education in

product design.

After careful comparison, I consider the Master of Science in Multimedia and Entertainment Technology program at PolyU an ideal choice for me. I am particularly drawn to the Game Development Stream, as I wish to be exposed to the gaming industry, fundamentals of game engines and prototyping tools. Your well-designed curriculum, covering *Game Design, Game Development, Innovative Multimedia Project Design,* etc., endows me with techniques and tools necessary for game design and upgrades my knowledge and competencies in innovation. Above all, the program will serve as a stepping stone for me to become an engineer in game design companies. Ultimately, I wish to establish a team of my own with a focus on game development and innovative product design after years of experience accumulation. I look forward to joining you and believe your program will prepare me well for my future career.