

# Shiyuan (Sissy) Tian

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Portfolio : [shiyuantian.com](http://shiyuantian.com)

## EDUCATION

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**New York University Shanghai** Shanghai, China; Abu Dhabi, UAE; New York, USA Sep 2020 - Present  
**Major:** Interactive Media Art **Minor:** Computer Science **GPA:** 3.87 /4.0

### Main Courses:

Interactive Media Art: Creative Coding, Design Thinking, Immersive Art, Game Development, 3D for AR

Computer Science: Data Structures, Databases, Computer Systems Organization, Web Design and Development

## INTERNSHIP EXPERIENCE

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**Tmall Campus, Alibaba Group** [Interaction Design Intern] Hangzhou | May 2023 - Aug 2023

- Independently designed the main user interface of the Tmall Campus app, including icons, tiles, and banners, showcasing various visual styles, with 60% integrated into the app's final development.
- Collaborated with marketing and tech teams, ensuring projects were well-aligned with operational requirements.
- Produced marketing materials, including posters, co-branded packaging, and e-commerce banners.

**New York University Abu Dhabi** [Research Assistant] Abu Dhabi | Sep 2022 - Jan 2023

Wooden Mandala — A large-scale interactive art installation made with Prof. Aaron Sherwood, head of Interactive Media Dept., where computer vision responds to user movement with installation for visual and audio experience.

- Completed a 3x3m installation and mastered manual skills of soldering, sawing, and drilling.
- Debugged, calibrated hardware, refined code for hardware-software connection to ensure optimal functionality.
- Maintained team coordination by holding weekly meetings and reporting to the professor.

**Beijing Guangjing Lighting Technology Co., Ltd** [Design Intern] Beijing | Aug 2021 - Sep 2021

- Assisted with curation, including site planning, exhibition design, and decoration arrangement.
- Researched and case-studied the commercial lighting videos on we media, produced a feasibility analysis report on contents and filming, and presented it to the employees and the department head.
- Designed and sketched blueprints for the lighting.

## PROJECT EXPERIENCE

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Letter — Indie Game Design [Game Designer & UX designer] Shanghai | Jan 2022 - Present  
[Collaborative Work] A narrative puzzle adventure game that uses the form and motion of Chinese characters telling the story of a student, highlighting the overemphasis on academic grades in China.

Ethereal Alchemy — Media Experience Design Shanghai | Aug 2023 - Nov 2023  
[Individual work] An emotional healing experience helps the audience to achieve holistic well-being and find their emotional state of balance through expressive body movement and interactive media experience.

City Of Belonging — UI/UX & AR New York | Jan 2023 - Jun 2023  
[Individual work] An AR mobile app with custom navigation, reminiscence maps, and interactive AR experiences, creating meaningful cultural and memory connections between expatriates and the city with a sense of belonging.

True Dream Home — UX & VR [Project Manager] New York | Feb 2023 - May 2023  
[Collaborative Work] A wearable interactive installation that speculates the future human biomorph enabling survival in the desert, gaining bio-inspiration from desert animals.

Descendants Of The Desert — Wearable interactive installation Abu Dhabi | Sep 2022 - Dec 2022  
[Collaborative Work] Collaboration with Fun-Gi's 'House Flip' game. Elevates mobile home design gaming with VR tech, enabling users to immerse in their personalized interior design with ideal location through virtual reality.

Sharing Company — UX & Product Design Abu Dhabi | Sep 2022 - Jan 2023  
[Individual work] A pet and human-friendly multifunctional chair promoting harmonious pet-human interaction and coexistence through integrated shared space while addressing urban stress and loneliness.

Database System for Aircraft — Database Development Shanghai | Jun 2022 - Aug 2022  
[Individual Work] A backend aircraft company database with interfaces for interactions and data manipulations.

## MARKETING COMPETITION

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### **L'Oréal Brandstorm** [UX Researcher & UX Designer]

New York | Jan 2023 - Mar 2023

- Researched and case-studied XR and web 3.0 trends for innovative experiences and pain points in business.
- Designed a social community-based AI-generated makeup App based on information from facial recognition, user preference, and a makeup tool kit to provide AIGC makeup suggestions and real-time AR tutorials.
- Developed commercialization methods for App operation and expanded future functions with open worlds.

### **L'Oréal Brandstorm** [Researcher & Product Designer] (**Top 50 in China, 1%**) Shanghai | Jan 2022 - Mar 2022

- Proposed employing UV detection tech to design an app-based make-up device for visually impaired people, in alignment with the core value of L'Oréal in inclusiveness, innovation, and responsibility.
- Planned the marketing blueprint, including pop-up stores, beauty experience stores, and social media campaigns.
- Collaborated with Finance and Business students to shoot a 1-min video delivering the design and concept.

### **Chow Tai Fook Competition** [Interaction Designer] (**Shanghai Champion, 1/37**) Shanghai | Sep 2021 - Jul 2022

- Developed the leading concept of embracing individuality and self-expression, showcasing the brand philosophy.
- Designed a series of jewelry products and seven distinct rooms for the pop-up store, each featuring unique themes and interactive elements, fostering user engagement and establishing emotional connections between customers and the brand.

## ACTIVITY

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### ***Volunteer Teaching Assistant***

Huizhou | Aug 2023

Assisted with designing and leading a 1-week tradition-art-focused study tour in Huizhou for Beijing Academy, and tutored two groups of high school students with the project development.

- Participated in the design of the art-centric student tour path, made itinerary plans, and reported to the leader.
- Led groups in designing products and campus layouts with Hui tradition, providing personalized feedback.
- Introduced fabrication technologies to students for rapid design iterations.
- Organized and judged the defense presentations for students' project reports.

### ***CityInclusion Organization*** [Coordinator]

Beijing | Jan 2020 - Sep 2022

A self-organized group with two instructors and seven classmates, promoting accessibility and inclusivity for disabled individuals and contributing to the development of barrier-free cities.

- Organized and conducted a group interview at the Beijing Association for the Physically Disabled.
- Published an investigative report on the official channel of the China Association for the Physically Disabled.
- Coordinated disabled individuals to visit school; delivered lectures, with two hundred students participating.

## AWARDS

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### **2023 Golden Block International Design Award (Outstanding Award)**

Nov 2023

Submitted Work: *City of Belonging*, New Media Creative Entries

## SKILLS AND INTERESTS

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**Design:** Figma, Sketch, Adobe Creative Suite, Maya, Rhino, Unity, Lens Studio, Spark AR.

**Coding:** Python, P5.JS, HTML, CSS, JavaScript, Processing, Arduino, SQL, C

**Language:** Mandarin (native), English (advanced).

**Interests:** Dance (Ballet, K-pop, Jazz, Folk dance, Ballroom, etc.), Painting (watercolor, oil painting, etc.), DIY.