Xin Yuan

E-mail: yuanxin9177@gmail.com   Tel: +86 18402016723

Personal Profile

Academic Interest

Games Design   Mixed Reality   Data Visualisation   Interactive Design

I am an independent and proactive individual, capable of taking on various roles within projects. I have a strong affinity for utilizing skills in digital media design to solve practical problems. My previous projects include VR games, metaverse knowledge sphere design, financial applications, and interactive clothing installations. In the future, I aspire to leverage my skill set—such as data visualization programming, 3D modeling, user interface design, and game engine development—to create, develop, and evaluate games or applications that emphasize both aesthetics and value.

Education

The University of Edinburgh

2021-2022   Edinburgh, UK

Master of Art in Design Informatics

GPA:70/100 │ Dissertation 78/100 │ Class of award with merit

Shanghai University

2018-2021   Shanghai, China

Master of Philosophy in Design

GPA:84/100 │ First-class Professional Scholarship(2018)
Second-class Professional Scholarship(2019,2020)

Tianjin University of Technology

2014-2018   Tianjin, China

Bachelor of Arts in Visual Communication Design

GPA:3.6/4.0 │ First-class, The People's Scholarship in China
Graduation with Honours & Excellent Graduation Thesis

Project Experience

AR Finance Partner: Designing for Assisting Financial Decision-Making

05/2022 - 08/2022   Augmented Reality   Fintech   Financial Literacy

- Designed an XR headset-based application for financial management skills reinforcement and education, with the aim of improving young adults' confusion and increasing their capability in financial management during their transition from school to society.
- Conducted 20 semi-structured interviews and 2 co-design workshops based on the research question of how designers can improve financial literacy among Chinese young adults.
- Created prototypes on AR headsets utilizing user insights from interviews. Organised Kano analytics to communicate user tasks and usability tests for user flows and interactions.

Falling Manna: 3D Virtual Reality Game to Promote Self-tracking of Diet Data and Scottish Foods

09/2021-12/2022   Virtual Reality   Data Visualization   Unity 3D

- Designed an educational virtual reality game with the theme of personal diet and calorie monitoring for Scotland residents. Designed and shipped an educational, playable and inspiring gaming experience.
- Built vision, game UI assets, virtual assets, ran user research, and defined game framework and experience blueprint, using animated and VR prototypes with Figma, After Effects and Unity 3D.
- Collaborated with creative engineers in Unity 3D and Oculus VR environment, support game object inputs and management.

Transfiguration

11/2021   Augmented Reality   Virtual Garment

- Co-created an art installation called Transfiguration, a transformable dress and a mirror reflecting virtual garment, supported by the expertise of the School of Engineering at the University of Edinburgh.
- The project was exhibited at the Soft Robotics International Conference held at the National Museum of Scotland.

Work Experience

Xianda College of Economics & Humanities, Shanghai International Studies University

05/2023-12/2024   Lecturer (Full-time Teacher), Digital Media Arts

- The courses include "Game UI Graphic Design," "Virtual Interactive Art Design," and "Creative Design Practices in Digital Entertainment," focusing on game development with Unreal Engine, 3D asset scanning, and animation.
- Participated in the Longmen Grottoes Digital Cultural Metaverse Experience Project, responsible for digital image capture, processing, and 3D model creation in an offline VR environment.

Academy of Arts and Design, Tsinghua University

12/2022-03/2023   MetaVerse Designer Internship

- Participated in the design of the future knowledge planet, responsible for data collection, content scenario building and post-model optimization for digital spaces, with cloud classrooms and space stations included.
- Enabled knowledge exchange and interaction between experiencers in a digital capacity through interaction design.

Shanghai Academy of Fine Arts (SHAFA), Shanghai University

09/2019-06/2021   Teaching Assistant & Coordinator

- Tutored undergraduate students of Design, assisting for assignments, assessments, and final grades collection.
- Coordinated for the lectures of SHAFA Forum, including airport pick-up and accommodation arrangement for the lecturers, and maintaining order at the forum.

Shanghai Ipsos Information Technology Co., Ltd. Shanghai, China

06/2020-09/2020   User Interface Designer Internship

- Assisted data analysts in information design.
- Participated in the interface design and interaction design of the big data analysis platform of BMW, GM, and Geely automobile brands, such as BMW's model billboard, image detection module, Geely's Lynk & Co model billboard, and GM's nebula graph for market competition pattern.

Publications & Awards

Essay: AR Finance Partner - Designing for Assisting Financial Decision Making

12/2024   Contributions in progress   Dissertation

Essay: Grayscale design and balance of text messages

09/2020   Journal of Nanjing Art Institute (Chinese Social Sciences Citation Index)

Essay: Shanghai Printing Technology Research Institute Text Font Design in A Collection of Words

09/2019   Published on Sinogram Culture

Excellence Award, 2017 The 9th National Advertising Art Design Competition For College Students

09/2017   Chinese Association of Higher Education (CAHE)

Certificates

Senior Advertising Designer (Shanghai Advertising Association)

Skills

Design Tools

Cinema 4D, Blender, Figma, Adobe After Effects, Adobe Photoshop, Adobe Illustrator, Adobe Premiere, Sketch

Design Methods

User research, Market research, Cultural probes, Personas, Mapping journeys, Storyboard, Wireframing

Prototyping

Unreal Engine, Unity Engine, C#, Python, HTML, CSS, JavaScript