

Lan Ding

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EDUCATION

China University of Geosciences (Ranked Top 4% of Universities in China)	Feb. 2021 – Jun. 2024
Recommended for admission without examination	Wuhan, China
<i>M.F.A. in Art and Design (Media)</i>	GPA: 3.9/4.0
• Core Modules: Digital Media Form, Media Art Research, Graphic Symbol Systems, Intellectual Property Law	
Zhongnan University of Economics and Law (Ranked Top 10% in China)	Sep. 2017 – Jun. 2021
Designated as a Key Research Institute of Humanities and Social Sciences by MOE	Wuhan, China
<i>B.F.A. in Artistic Design (Joint Dual-Degree Program)</i>	GPA: 3.73/4.0
• Core Modules: Comprehensive Experimental Course of Visual Communication, Digital Painting Technique, New Media Planning	
Dongseo University (Korea's Leading University in Digital Content & Design)	Feb. 2019 – Jan. 2020
College of Software Convergence	Busan, South Korea
<i>B.Eng. in Animation (Dual Degree - Study Abroad Year)</i>	GPA: 3.92/4.0
• Focus: VFX, Character Design, 3D Scene Production, Advanced Bone Rigging	

RESEARCH EXPERIENCE

Master's Thesis Research	Oct. 2023 – May 2024
The Application of Retro-Futurism in Virtual Anchor Character Design	
<i>Supervisor: Prof. Zhe Yang</i>	
• Developed a complete design prototype featuring three distinct personas (music, gaming, education) to address stylistic homogenization.	
• Applied multi-method analysis (audience surveys, visual deconstruction, stylistic testing) to assess cultural resonance and user engagement.	
• Proposed design principles bridging media theory and platform-based engagement strategies.	
Simulation & Interaction Lab, BIGAI	Aug. 2022 – Dec. 2023
<i>Research Assistant (Human-AI Interaction)</i>	
• Co-designed the visual embodiment for the multimodal AGI character "Tongtong" (Key project at BIGAI, unveiled at the 2024 Zhongguancun Forum), creating the facial and gestural expression libraries to enable natural human-agent interaction.	
• Developed design standards for the character's non-verbal communication cues (20+ presets), bridging the gap between artistic expression and AI behavior.	
• Built virtual training environments (UE5) optimized for XR interaction, creating 200+ contextual props for cognitive learning tasks.	
Ecological Art and Illustration Design Textbook Project	Sep. 2021 - Mar. 2023
<i>Editorial Research Assistant</i>	
• Drafted core content for chapters on commercial illustration, focusing on visual pedagogy	
• Outcome: Textbook published; explicitly acknowledged in the preface for significant contributions to content creation.	
Bowen Cup Research Fund Project	Nov. 2018 – Mar. 2019
<i>Principal Investigator (Project Lead)</i>	
• Led a mixed-method study (N=500+ surveys, interviews) analyzing the Bilibili user community and "Otaku" culture consumption.	
• Authored a policy recommendation report adopted by the Wuhan Cultural Bureau.	
• Recognized with a University Research Award for the quality of the policy report.	

WORK EXPERIENCE

StarArkNFT (Digital Art Platform)	Oct. 2021 – Dec. 2023
<i>Signed Artist & Launch Partner</i>	Remote
<ul style="list-style-type: none">Invited as a premier artist prior to the platform's public beta launch; created the opening key visual (Splash Screen) for the app.Released the exclusive digital collectible series "Wheel · Priest", achieving ~1,000 verified sales, demonstrating strong market validation in the emerging digital creator economy.	
Xiamen Paoyou Network Technology Co., Ltd.	Mar. 2021 – Sep. 2021
<i>Original Concept Artist</i>	Xiamen, China
<ul style="list-style-type: none">Designed environment and character art for the simulation game I Am the Tycoon (10M+ users).Optimized visual assets using ink-painting styles, contributing to a 15% increase in user retention.	

CONFERENCE PRESENTATIONS

Oral Presentation , "Study on the Influence of NPR-Style Virtual Environment on Human Perception"	2023
<i>34th Science & Tech Paper Report Conference (School-level)</i>	
<ul style="list-style-type: none">Awarded Second Prize; engineered non-photorealistic rendering (NPR) pipelines using Blender (geometry nodes & shader editor) to construct stylized VR scenarios.Conducted comparative experiments using HTC VIVE to quantify user spatial perception biases between realistic and NPR environments, providing data support for diverse VR content creation.	
Oral Presentation , "Exploring the Impact of Metaverse Development on Social Interaction"	2022
<i>33rd Science & Tech Paper Report Conference (School-level)</i>	
<ul style="list-style-type: none">Awarded First Prize; investigated future social paradigms and behavioral changes under varying information frequencies.Built a high-fidelity experimental platform (replicating real-world scenarios) using Unreal Engine 5, Maya (rigging & 51 facial blendshapes), and Substance Painter to analyze user psychological patterns.	

LEADERSHIP & SERVICE

DSU Digital Arts Innovation Lab	2019
<i>Core Member</i>	
<ul style="list-style-type: none">Collaborated on cross-disciplinary projects exploring the integration of digital media and cultural technology.Contributions showcased in award-winning exhibitions.	

SELECTED AWARDS

<ul style="list-style-type: none">National Scholarship for Postgraduates (Top 1%, Awarded Consecutively)	2021 – 2023
<i>Achieved National First-Class (2021, 2022) and Second-Class (2023) awards for top-tier academic performance.</i>	
<ul style="list-style-type: none">Bronze Award, "Internet+" National Innovation & Entrepreneurship Competition	2021
<ul style="list-style-type: none">Outstanding Graduate & Outstanding Graduation Design Award	2021
<i>Awarded to the top 1% of the graduating cohort for exceptional academic and creative achievements.</i>	
<ul style="list-style-type: none">1st Prize (Top Award), 1st DSU International College Digital Arts Show (Animation)	2019
<i>Awarded for the original animated short film; included a Merit Scholarship.</i>	
<ul style="list-style-type: none">Bronze Award, 2nd Culture and Technology Contest (Animation), South Korea	2019
<ul style="list-style-type: none">Undergraduate Academic Scholarships (First-Class & Research Innovation)	2018 – 2020
<i>Awarded First-Class Scholarship and Research Innovation Scholarship; conferred the title of "Merit Student" (2018) for comprehensive excellence.</i>	

SKILLS

- Languages:** Mandarin Chinese (Putonghua Level 1-B), English (IELTS 6.0), Korean (TOPIK 3)
- Certifications:** National Teaching Certificate (China, Primary & Middle School)
- Software & Tools:** Maya, Blender, ZBrush, DAZ 3D, Marvelous Designer, Substance Painter, Adobe Photoshop, Adobe After Effects, Cubism Editor 4 (Live2D), Unreal Engine 4/5