

CHENXI BI

chenxibi.github.io | chenxi.bi@outlook.com | @linkedin



EDUCATION

MSc in Human Computer Interaction and Design

Aalto University & Paris-Saclay University (Joint Degree)

Sep 2022 - Jul 2024; Sep - Dec 2025

Espoo, Finland & Orsay, France

BA in Digital Media

University of Leeds

Sep 2019 - Jul 2022

Leeds, UK

EXPERIENCE

Game AI Designer Intern | NetEase Games ThunderFire

May 2024 - present, Hangzhou, China

- **User-generated NPCs (UGC NPC):** Supported the design, development and testing of **user-generated AI-powered NPCs**, a system in **Justice Online Mobile** with around 5,000,000 personalized smart NPCs created three days after releasing; Designed and implemented the tasks, rewards, and the shop for an **one-month event** for the system & **social media feature** of UGC NPCs, allowing them to post diverse content - texts and pictures - based on their interactions with & memories created by players, as well as commenting each others' posts;
- **Smart NPCs:** Created an LLM-powered NPC, creating personality, appearance, and interactive behaviours, making him the game's most beloved smart NPC with thousands of active users daily;
- **Ambient NPCs:** Forged diverse reactions of ambient NPCs to the players' behaviours in the open world, including the movements and LLM-preprocessed dialogues of one single NPC & those between two NPCs;
- **AI-related Game Achievements:** Supervised the 12-member team's creation of achievements; Designed 10+ viral achievements praised as "most memorable" by players, with each of the most popular ones surpassing 10K+ likes and comments;
- **Other:** Designed an LLM-powered fortune-telling gameplay system as a seasonal event and daily activity; Currently working on implementing a scalable framework enabling smart NPCs to dynamically adapt behaviours and strategies used during games according to player chat commands.

PROJECTS

Giraffe Kingdom | AR Visual Novel for Promoting Climate Action

Mar 2023 - May 2023

- **Project Description:** By placing physical cards, the players can control the character and make choices, leading to multiple storylines and endings, thereby paying attention to the effects of climate change to wild animals.
- **My Responsibilities:** Led the **game design**, actively communicated with the developer to determine achievable functions and produced game design documents accordingly; Made paper prototypes for testing and determined the final design based on feedback; Wrote the script; Code editing and modification.
- **Project Link:** @website; @github

ARISE | Serious AR Music Game for Supporting Autistic Children

Nov 2022 - Jan 2023

- **Project Description:** For autistic children and their therapists; the players play the pre-set melody to collect cards, to fix their impaired virtual space (themes include garden and train); they can also set their own melodies for card exchange between players, to foster social interaction activities of autistic children.
- **My Responsibilities:** **User research**, conducted online interview with an autistic adult to gain design insights; **UX design**, designed the gameplay and social mechanisms.
- **Project Link:** @website; @github

SKILLS

UI/UX Design : Mockups, Wireframes, Prototyping, Information Architecture, User Flows

UX Research : Usability Testing, Storyboarding, Surveys, Interviews, Journey Mapping

Tools : HTML & CSS, JavaScript, Unity, Behaviour Trees, Figma, Axure, Adobe Creative Suite

Languages : English (Full Professional Proficiency), Chinese (Native)