

Mingxi Xia

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PROFILE

A creative and action-oriented humanities and arts graduate with a strong foundation in social design and product design. An Artist with experience and strong interest in images generated by artificial intelligence, such as **stable diffusion** and efficient, organized in 3D art, program art, visual narrative and immersive media technologies. Having rich experience and abilities in curatorial work.

RESEARCH INTERESTS

3D production, virtual reality (VR), augmented reality, vfx effects, Critical Principle, augmented reality (AR).

EDUCATION

Mfa degree | Royal College of Art, LONDON, UK

Major in Art & Humanities; Research with Tutor Ben Judd and Tutor Adam Kaasa. Sep 2023 to Aug 2024

Core Modules: *CONDITIONS Unit Learning, POSITIONS Learning, Topologies of Emergence, Motion Capture, Moving Image, Zünd Digital Knife Cutter, Rapidform 3D Print, Laser Cutting etc.*

Bachelor of Fine Arts in Art and Design | Central Academy of Fine Art, Beijing, China

Major in Product Design. Research with Prof. Shu Zhou and Prof. Yufeng Li. Sep 2017 to July 2022

Core Modules: *Audio Visual Performance, Sustainable Innovation Engineering, Sustainable Innovation Engineering, Curating Contemporary Design, Curator and exhibition designer, Mechanical Drawing, Sound Design, Exhibition permeates in form etc.*

Honors and Awards:

- *Dean's Nomination Award* of CAFA
- *First Prize, Excellent Graduation Design* of CAFA

EXHIBITION EXPERIENCES

Exhibition: "Golden Screen"- Art's showcase of 2024, Royal College of Art

Lead Tutors: Prof. Ben Judd June. 2024

- A mixed-media installation exploring illness, using gold-leaf screens with 3D-rendered CT scans that distort and rotate as viewers approach, symbolizing bodily instability.
- Another screen featured 3D visuals inspired by the "Nine Stages of Decay," blending decomposition with religious motifs.
- Employed a game development workflow (ZBrush, Unity, Substance Painter) to create interactive visuals, allowing viewers to manipulate projections.
- The project fused traditional painting with digital media, challenging conventional art through the "body without organs" concept.

The North Wind – 2022 CAFA Undergraduate Graduation Exhibition, CAFA Art Museum

Lead Tutors: Prof. Yufeng Li and Prof. Xinrong Zhang Jun. 2022

- A series of wearable virtual jewellery pieces visualizes female trauma through the digitalization of emotions, enabling resonance and healing of the trauma.
- Conducted 3D modelling and design of virtual jewellery using ZBrush for intricate detailing.
- Brought the jewellery to life with realistic lighting and material textures by employing and V-Ray rendering within Autodesk 3ds Max and Adobe Substance Painter
- Enabled users to experience the jewellery through AR previews, leveraging Unity with Vuforia for AR integration.

- Crafted an immersive VR exhibition space using Unity and Unreal Engine, providing a unique interactive experience.
- Applied digital illustration and design across all stages of the creative process with Adobe Illustrator and Adobe Photoshop, from initial sketches to final renderings.

Transformation Of Chemical Sites in The Context of Ecological Sustainability – 2022 CAFA Undergraduate Group Graduation Exhibition, CAFA Art Museum Jun. 2022

Lead Tutors: Prof. Yufeng Li

- A VR exhibition showcasing tech-driven sustainability in chemical site conversion, merging industrial heritage with green practices.
- Interactive VR/AR experience using Unity, simulating China's industrial past and engaging visitors in eco-conscious transformation.
- Interactive platform promoting site-specific products, blending heritage with e-commerce to deepen audience engagement.
- Sparking conversation on sustainable development through immersive tech, aligning environmental and cultural values.

INTERNSHIP EXPERIENCE

1. Cement Field - Public Art Project with Kent Localities | Intern of Design Department

Mar. 2024 to Apr. 2024

- As a team manager of an immersive installation project called Riverside Murmurs, which is exploring the intersection of nature and industrialization along the Thames.
- Responsible for the conceptualization, 3D scanning and interactive design using Touch Designer.

2. Long Museum (West Bund. | Intern of Exhibition Assistant

Jun. 2023 to Nov. 2023

- Assisted in the removal of Christian Dior, Designer of Dreams Exhibition, liaised with logistics companies, installation companies and Dior China.

3. Alighieri Conference & Exhibition Co., Ltd. |Intern of Public Relation event

Jul. 2022 to Aug. 2022

- Participated in installing the SKP Dior VIP salon in Beijing and assisted in completing project approvals and follow-up.

4. Tianyi Conference & Exhibition Co., Ltd. |Intern of Design Department

Jun. 2020 to Sept. 2020

- Assisted with all visual design for the first China International Cultural Tourism Expo.
- Assisted in the poster design for the launch of the General Meeting of the Shandong Cultural Industry Development Association.
- Participated in the website design and promotion posters design.

PARTICIPATION EXPERIENCES

Topologies of Emergence – Unknowing, Sensing and Technological Imaginaries

Lead Tutors: Prof. Johnny Golding, Jonathan Boyd, Prof James Coupe

Jan. 2024 to Mar.2024

- The aim of this elective explores digital making / practice, via 3D, AI and real-world narratives. And some of artworks are generated by AIGC in python.
- I attempted to generate scene models for some of my works using the open-source AIGC model (Awesome-AIGC-3D).

Survey of Urban Rights and Practice of Social Space Research Group

Position: Project Member

Sept. 2019 to Present

- Participating in the drawing of humanistic map murals.
- Responsible for the creation of a community complex shared space in Jinniu District Government of Chengdu.

Alipay's Poverty Alleviation Project in Pingwu County

Position: Group Member

Aug. 2018 to Nov. 2018

- Responsible for interviewing residents and product design.

China Fashion Week

Position: Volunteer

Dec. 2017

- Responsible for media editing and typesetting.

Future Unknown Global Education Plan

Position: Volunteer

Dec. 2017

- Responsible for media editing and typesetting.

SKILLS

- Language: Proficient in English and Mandarin
- Hardware: Robot operation,
- Software: Touchdesigner, Autodesk, Adobe, Unity, Zbrush, C4D, Houdini, Substance Painter, Photoshop, InDesign, Substance 3D painter, **AIGC, Stable Diffusion.**