

# Yuelu Li

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## EDUCATION

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### The Hong Kong University of Science and Technology (Guangzhou)

Sept 2023 – Present

- MPhil – Computational Media and Arts Trust; **GPA:** 3.92/4.3
- **Relevant Courses:** Interactive Storytelling; Visual Communication and Expression

### Yonsei University

Sept 2018 – Feb 2023

- BA in Media, Department of Communication; **GPA:** 91.9/100
- **Relevant Courses:** Cultural Contents & Creative Imagination; Online Media Analysis; Media Production Field Workshop

## RESEARCH PROJECTS

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- Ka-Yan Fung, Lik-Hang Lee, Huamin Qu, **Yuelu Li**, Shenhui Song, David Kei Man Yip (2024), *Create-to-learn paradigm: A proxy visual storytelling tool for stimulating children's story sense and structure*: Accepted to the 16th International Symposium on Visual Information Communication and Interaction (VINCI '24).
- **Yuelu Li**, Junrong Song, Chaozhe Zhang, Rongrong Chen, David Kei Man Yip (2024), *Comparing the different approaches of LLM with multi-agents to character decision in the Oscar winning Best Picture 'The Departed'*: Accepted to the International Conference of Art Design and Technology (ICADT '24).
- Zheng Wei, **Yuelu Li**, Wenchuan Lu, Qiming Gu, Ting Xu, David Kei Man Yip, Huamin Qu, Xian Xu (2025), *At the Peak: Guidelines for Creating Climaxes in Data Videos*: Under Review in the 2025 CHI Conference on Human Factors in Computing Systems (CHI '25).
- **Yuelu Li**, Siyi Wu, Zhihan Guo, Wenchuan Lu, David Kei Man Yip (2025), *Bridging Audience and Creator: AI-Assisted Insights for Enhanced Interactive Narrative Design*: In Submission to the 2025 Conference on Computer Supported Cooperative Work and Social Computing (CSCW '25).

## WORK EXPERIENCE

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### Theatre Operation Intern | Wuhan Kaifan Culture Media Co., Ltd (Kaifan Comedy Club)

Feb 2023 – May 2023

- Manage the on-site work for nearly 50 stand-up comedy and audience interaction improvisational comedy shows, including sound light control and performance video photography, etc
- Prepare and organise before and after live shows, including pre-show equipment control and video editing, etc

### Brand Marketing Intern | Hanhai Information Technology (Shanghai) Co., Ltd (Meituan)

Sept 2022 – Nov 2022

- Operated official social media accounts; collected and analysed user statistics, pageviews
- Responsible for the topic selection, tweet writing and layout of the WeChat official account "Dianping" (52,860k followers); wrote several tweets with 100k+ views

### Media Operation Intern | Wuhan New Oriental Wuyou Training School Co., Ltd

Feb 2022 – July 2022

- Responsible for media publicity of the Network Operation Department, planning online community activities, live events
- Managed the launch and sales of postgraduate exam training, CET-4, CET-6 training courses on platforms; gathered product and market research and made competitive analysis

### E-commerce Centre Intern | Hunan Mgtv.com Interactive Entertainment Media Co., Ltd

Jun 2021 – Sep 2021

- Took charge of the planning of online community activities of Xiaomang E-commerce Centre; wrote 100+ publicity texts
- Committed to the promotion of HNTV and Mango TV's popular TV shows on the Xiaomang app, such as Call Me by

Fire and Great Escape 3; in which the cumulative viewership of Call Me by Fire exceeded 5 billion

**Operation Support Intern | Hubei Sina Internet Information Service Co., Ltd**

Aug 2020 – Oct 2020

- Operated several Microblog accounts; organised promotional activities on Microblog, such as "Korea Culture and Tourism Bureau Promotion", "Wuhan Water Marathon"

**Operating Intern | Shenzhen Quantum Technology Co, Ltd**

Feb 2020 – Apr 2020

- Responsible for the topic selection, tweet writing and layout of the WeChat official account, specifically on issues such as government policy and the psychological problems of the population during the epidemic
- Created the tweet "Grounded at home, I began to buy food in WeChat group", which was forwarded by many platforms such as Tencent News and Sohu.com

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**EXTRA-CURRICULAR ACTIVITIES**

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**Wuhan Jiuzhi Youth Arts Festival Volunteer Activities**

Feb 2023

- Organise various artists to set up the booths, exhibition halls and screening rooms
- Execute the on-site work of the art festival, guiding the audience to the entrance, peripheral sales, etc

**Gyeonggi Ricecake Digital Marketing Planning**

Aug 2021 – Dec 2021

- Provided digital marketing planning for business owner Gyeonggi Ricecake, achieved winning group results
- Designed apps and web pages using Adobe XD, made on-page banners and animated advertisements and launched the banners and animated ads on Google and YouTube

**Yonsei University China Student Union Publicity Department**

Mar 2019 – Oct 2019

- Undertook the copywriting planning and content editing of the official account of the China Student Union; Partook in the organisation of activities such as "Datong Festival (Creative Market)" and "China Day (Evening Party)", and won the title of Outstanding Member of Student Union in 2019

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**SKILLS AND COMPETENCES**

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**Skills:** Final cut pro; R/Python; Adobe XD; Word, Excel, PowerPoint

**Certificates:** IELTS-6.5; TOPIK Level 6 (273/300); Putonghua Level II, Grade A; Google Analytics Certification