

Project Highlights

Zhengzhou Huang

zhua05nuo@outlook.com

+1 (858) 214 - 4697

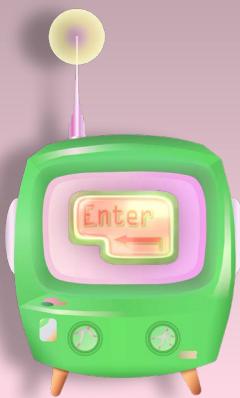
<https://zhengzhou-huang.me/>

Pigxell is a webpage online game where players purchase 3D furniture with their own photos to decorate their rooms. Pigxell features unique game interface design that connects the virtual transaction between players and the operator(NPC) in the game. The retro-style graphics and UIs are made with both 2D and 3D software. Many of the game contents are also hosted as manuals, posters and websites beyond the game.

Pigxell is a self-initiated project made by myself using Unity Game Engine, Autodesk Maya, Adobe Photoshop and Illustrator.

Documentation Video:
<https://youtu.be/gi82bXDHebc>

Website Documentation:
<https://youtu.be/dwfIhjpTXU>

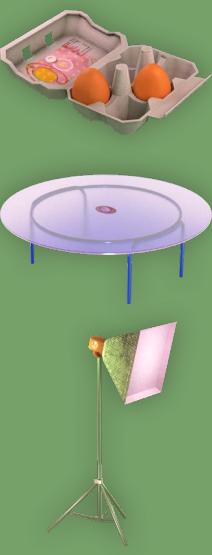




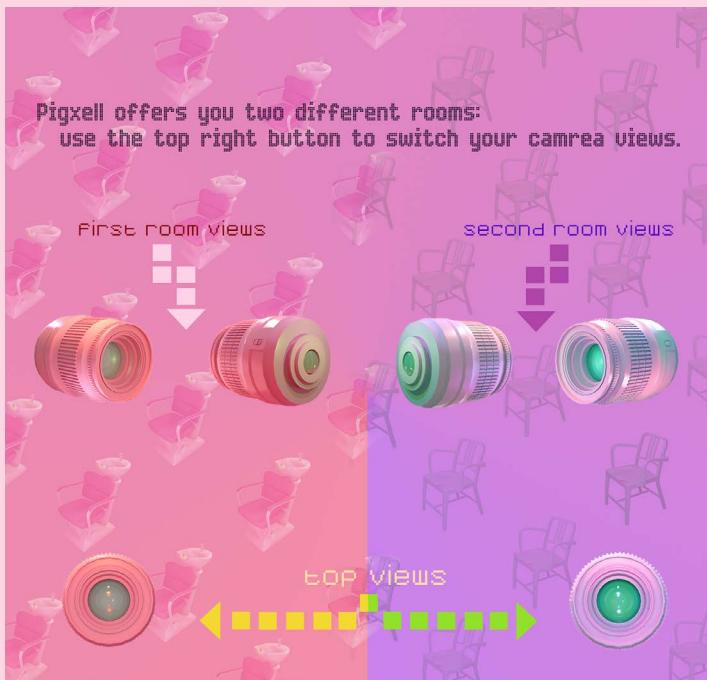
Pigxell is a room decoration game that critically reflects on users and data collection. It involves unique interactive interface for both players and the NPC controlled by an operator.



PIGXELL







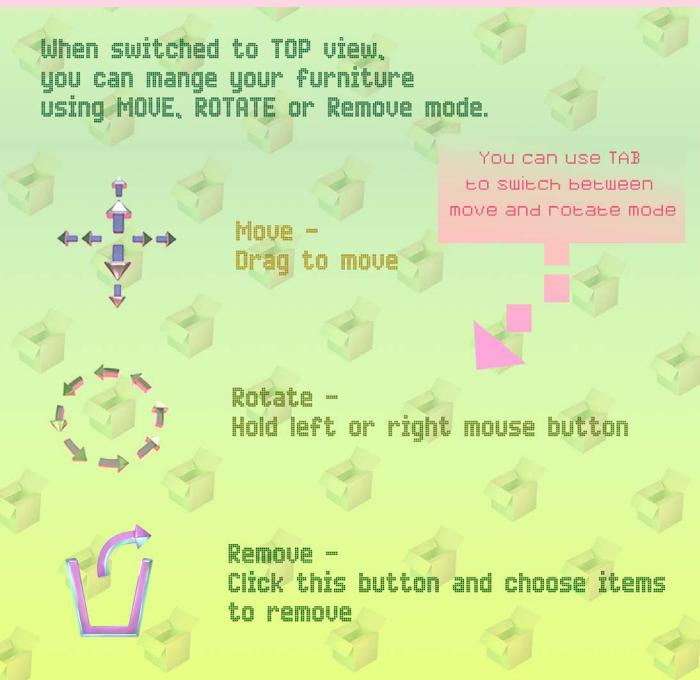
 Click this button at top right to shop at the Pig'x --- Pigxell's furniture store

Each time Pig'X opens, it has a different brand of Furniture:

			
eye	snout	feet	ear

Every transaction at Pig'X asks you to take a photo of either your EYES, EARS, NOSE/MOUTH, HANDS/FEET, in order to buy a new piece of Furniture.

If the shop is  , please check the shop hours by clicking the "CLOSED" sign and come back later!



 Don't forget to
SAVE & LOGOUT
before you quit the game !

 Click the Bottom Left Button →
to save your game otherwise you will
lose your game data.

Please make sure your network connection
is stable while playing the game.





Phone Adoption



Web Display of Game
NPC's Posters

Exquisite Browser Corpse Project - Part 10

This is the last work of a series of group collaborated projects called Exquisite Browser Corpse.

Part 10 is a 3-day game project designed and developed by myself. Born out of daily reflecting of pandemic remoteness and looming unverainties, this game invites players to explore a valley of intermittent words, sound, and objects that somehow makes sense as a whole.

In the game, interfacing becomes actual encountering over a eerie landscape.

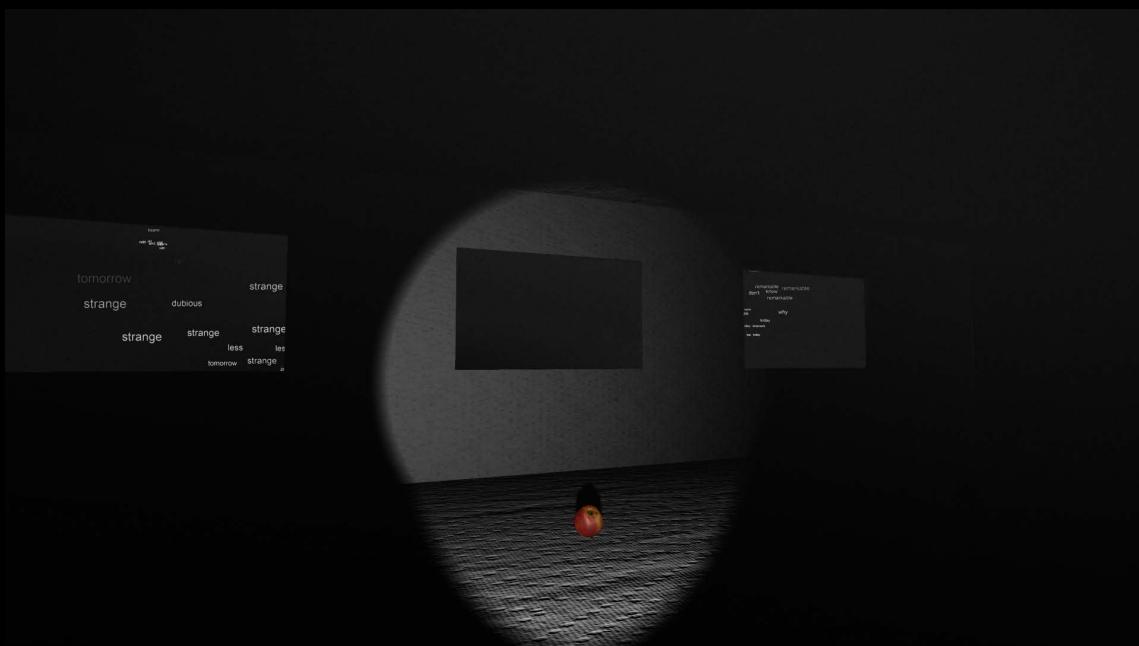
Video Documentation: <https://youtu.be/HBfQA987cr4>

Play the Game: <https://nuobe.itch.io/exquisite-corpse-part-10>

what an odd



and bizarre situation



hope
is
dubious
tomorrow
dubious
dubious
dubious
is
less
is
is
hope
less

circumstances
you
these
unfamiliar
use
you unfamiliar
this
unfamiliar
this safe
message



Remake of *Paradise Institute*

This is a week-long VR experimental interaction project. The game remakes the video installation, *Paradise Institute*, by Janet Cardiff and Miller. The original work is a physically built prop that simulates movie-watching in theatre, accompanied by layers of in-and-out-of-context visual and audio experiences. The game, while reconstructs the physical structure, adds in another layer of interaction with objects and textures.

Video Documentation: <https://vimeo.com/394875619>



Air, Water, Fire is a series of self-directed works showcase three imaginary brands and services through websites, videos, graphics and interactive demos. The series of works were done in close collaboration with Zhengyang Huang who is also a new media artist and UCLA Design Media Arts alumni.

My roles in doing these projects include interface design, web development, graphic design, video production, 3D playable demo, as well as speculative concept-building.

Air is an interactive booklet leading to a VR video that shows an imaginary smart home device.

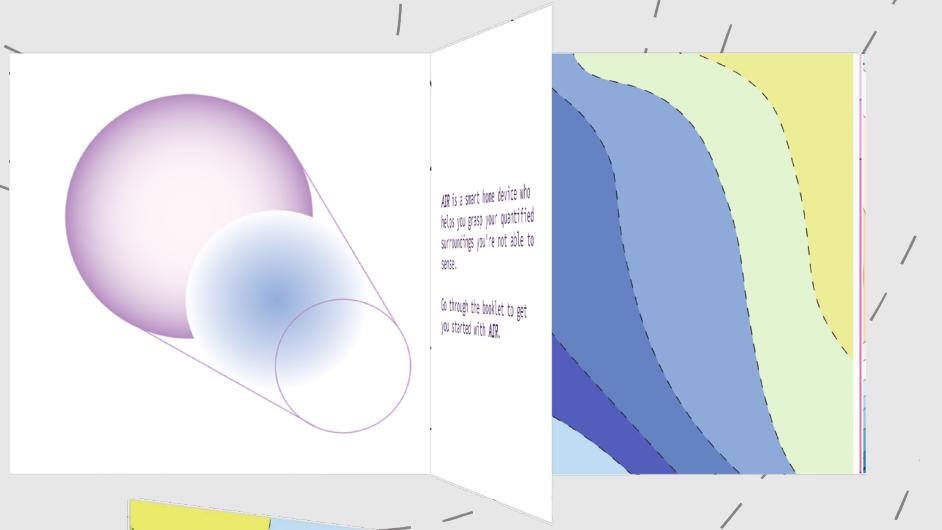
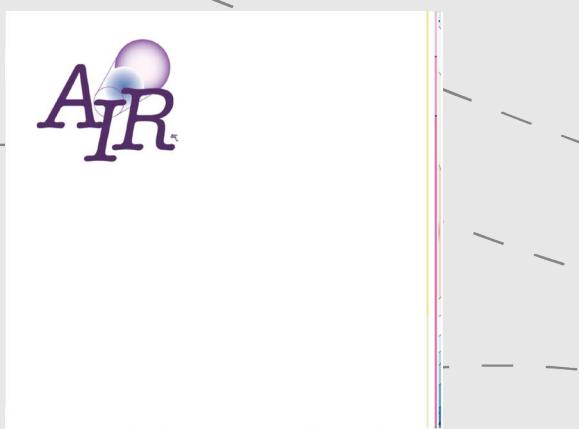
(<https://projects.dma.ucla.edu/exhibitions/mfa2021/air/>)

Water is a website where different pages, images and videos are displayed on interactive cubes.

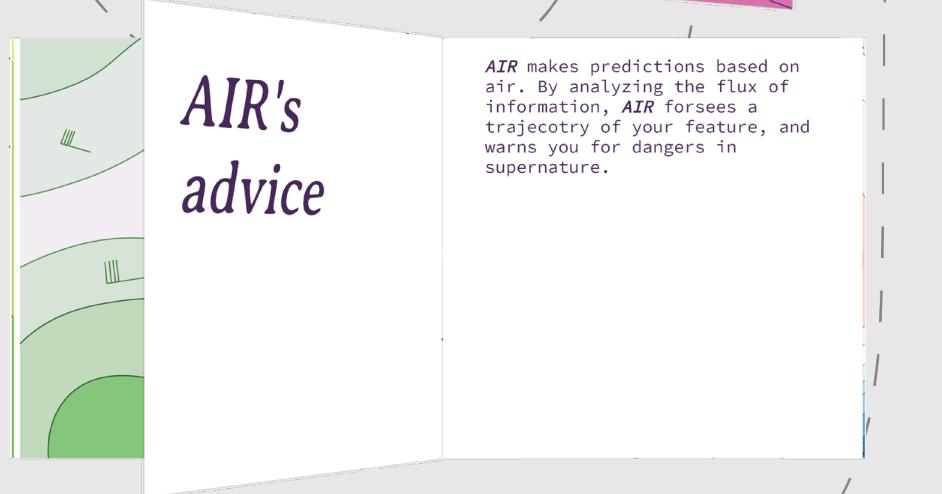
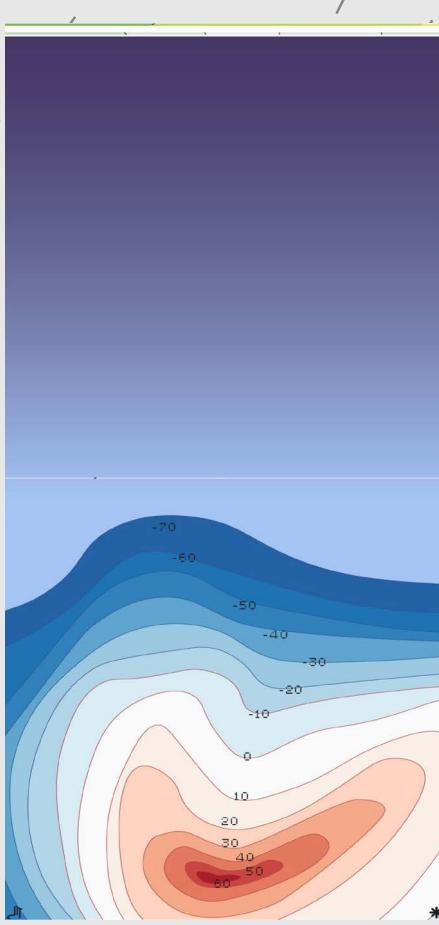
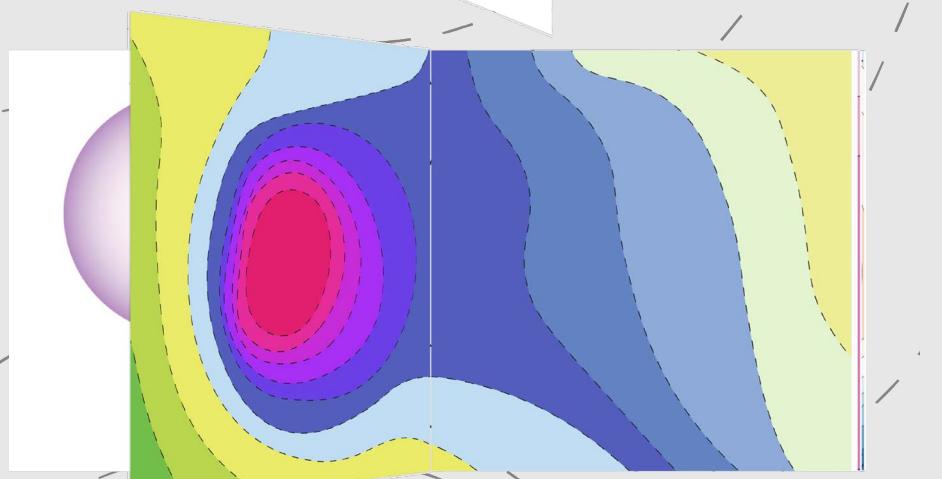
(<https://projects.dma.ucla.edu/exhibitions/mfa2021/water/>)

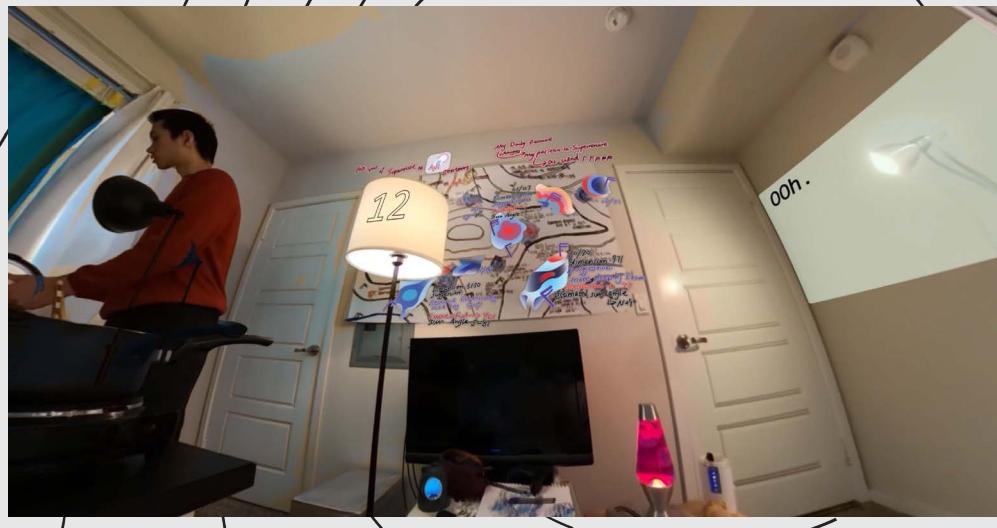
Fire shows an potential product with illustrations, photos and a 3D playable demo.

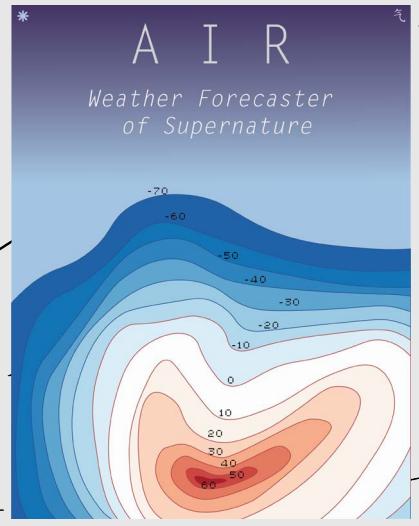
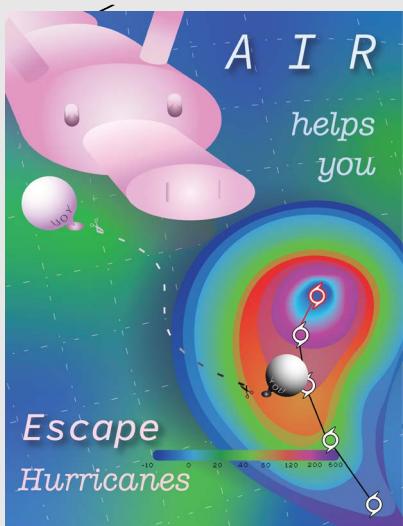
(<https://projeccts.dma.ucla.edu/exhibitions/mfa2021/fire/>)



Website [Link Here](#)







Water

Water is an unstable data structure with which you store, share and delete your data.

[Website Link Here](#)



[-->]

Clean

Hi! Let me introduce you to the first step of our data transfer process.

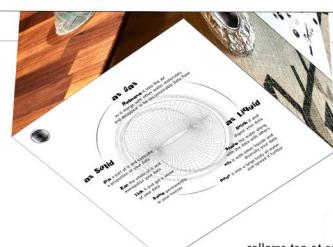
[Hi!]

[Sure.]

Let me introduce you to the full set of equipment and tools we use for the data transfer process.



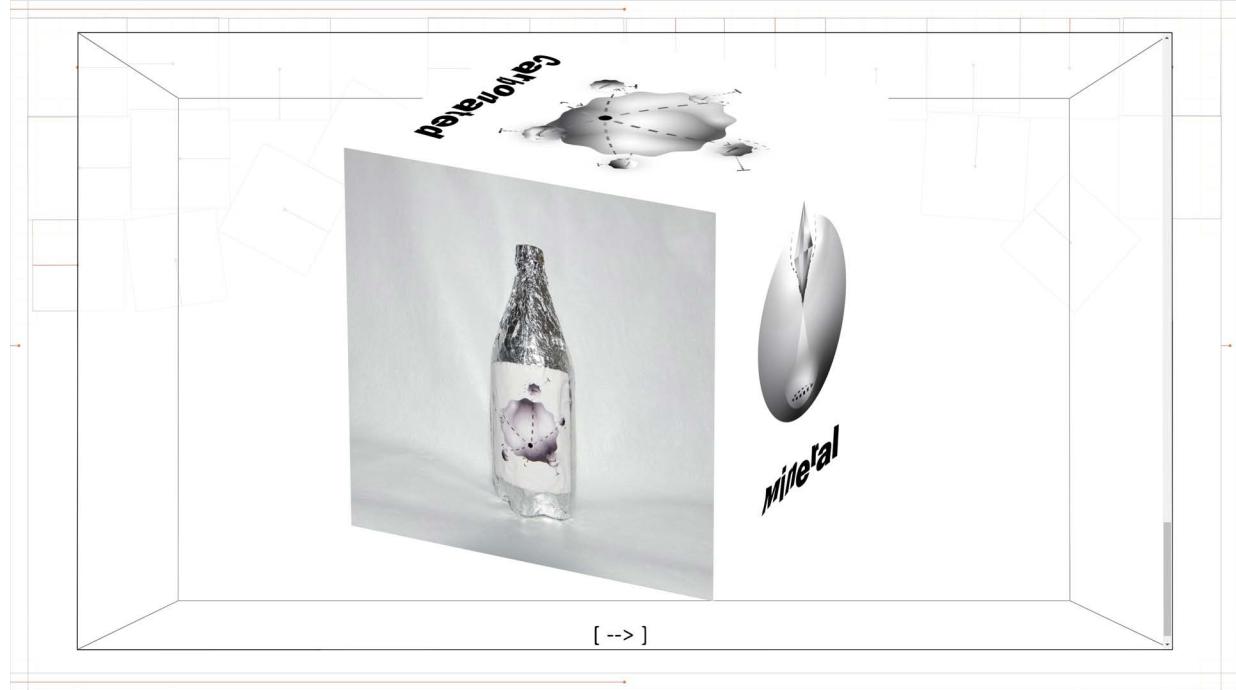
An blacked file ice date on fire built.



I mission for file ice to get smaller.

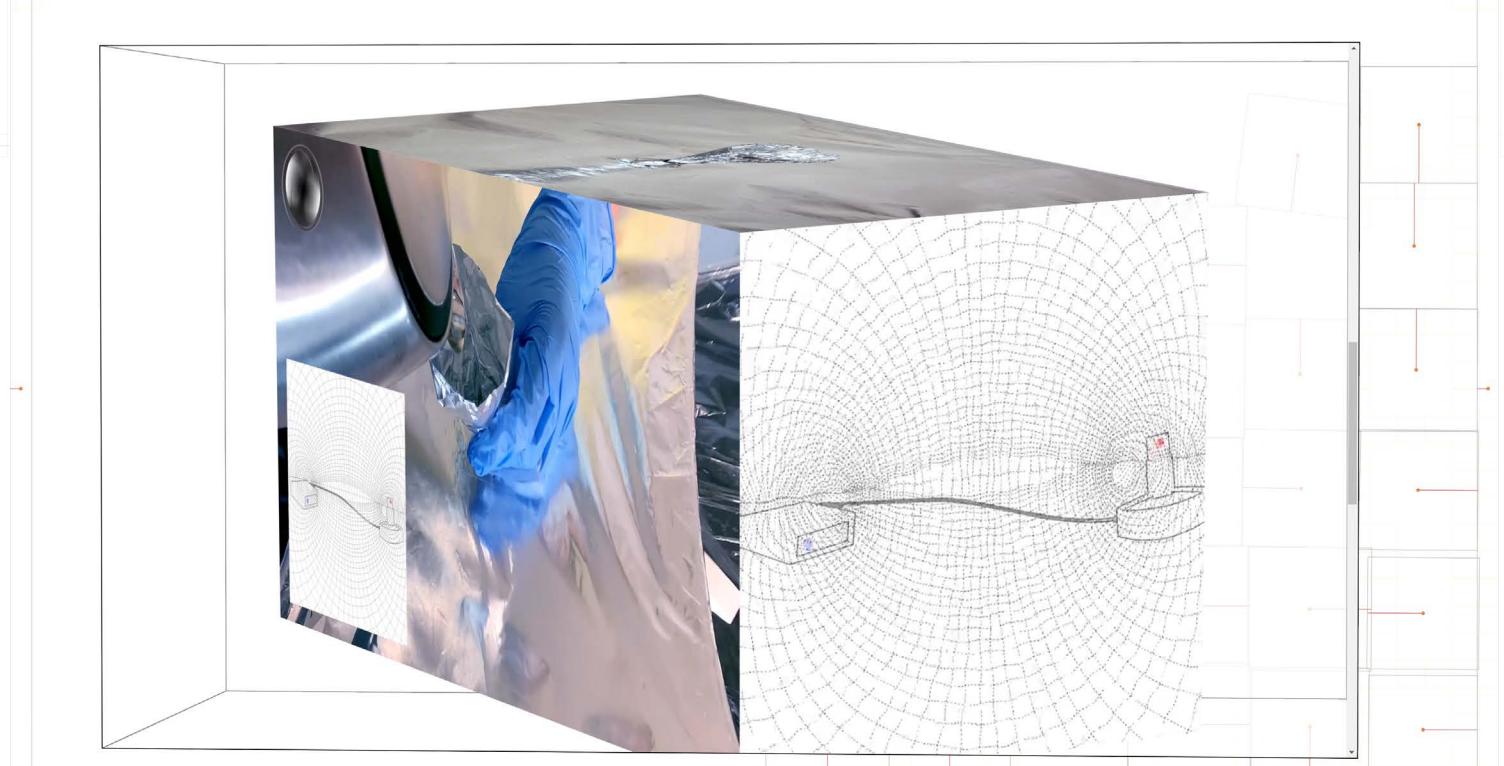
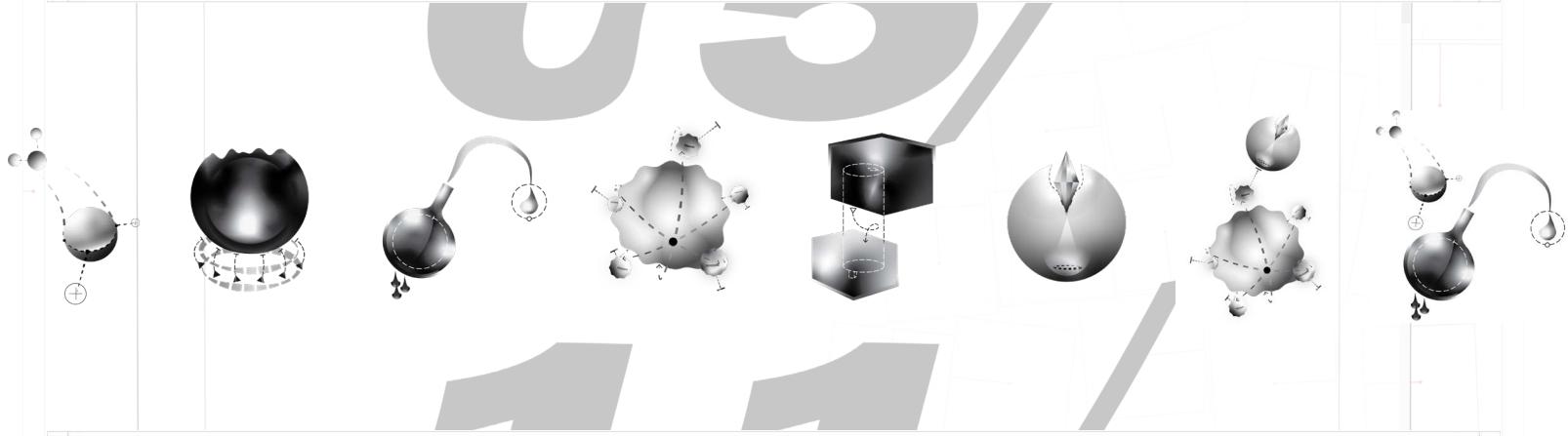
An sheet put in a cup.

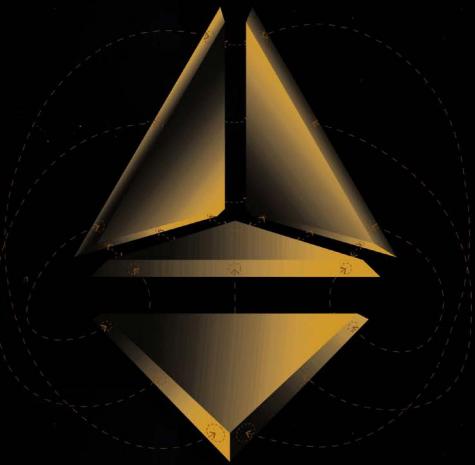
05/
11/



Mate.







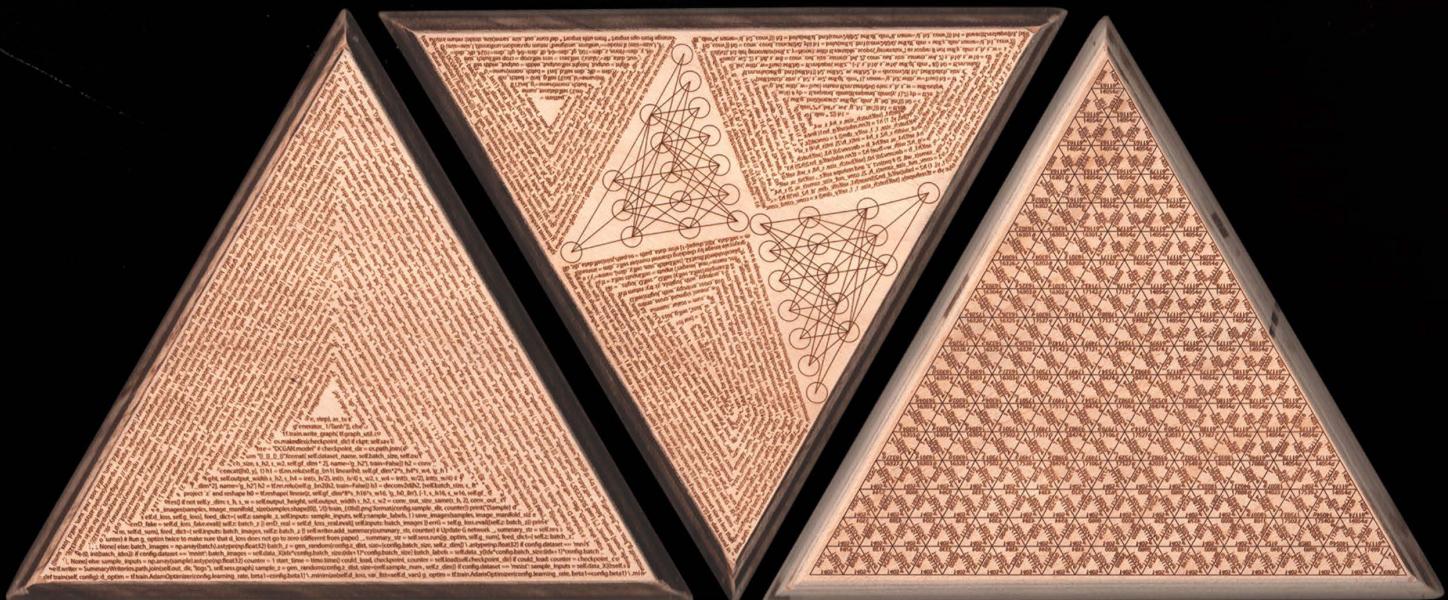
Fire

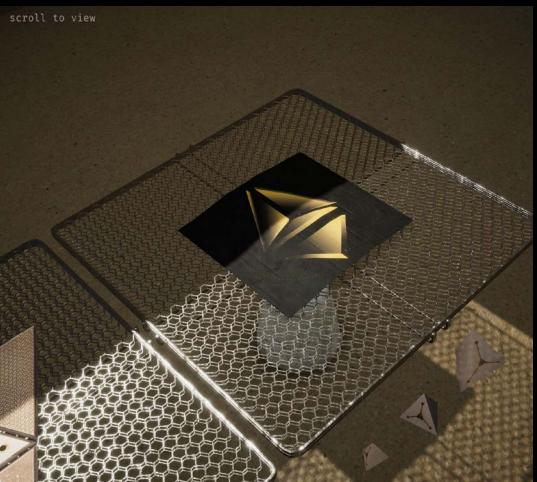
Webiste [Link here](#)



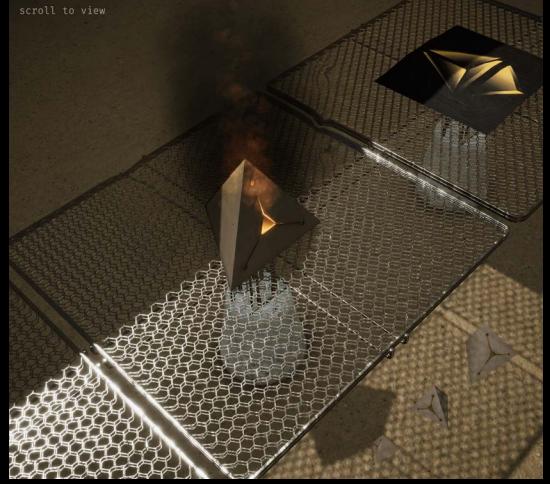
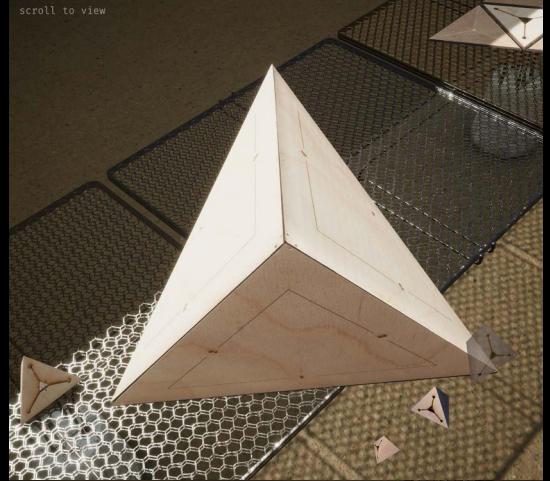
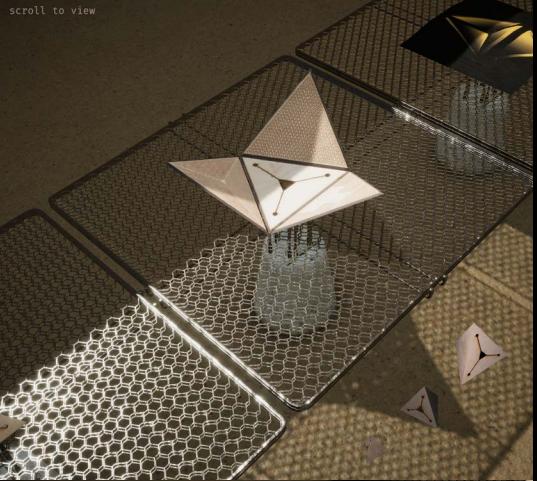
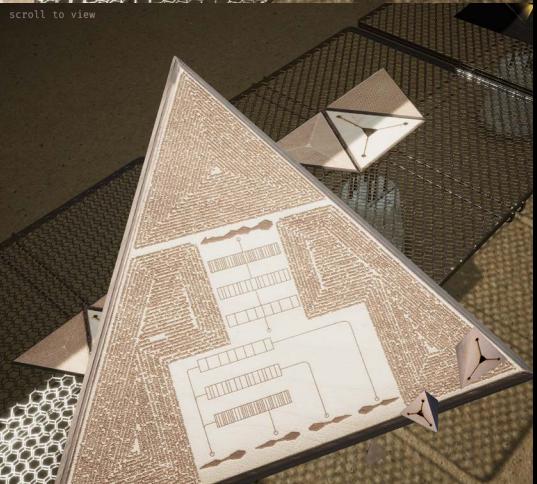
Webpage display
and manual of Fire

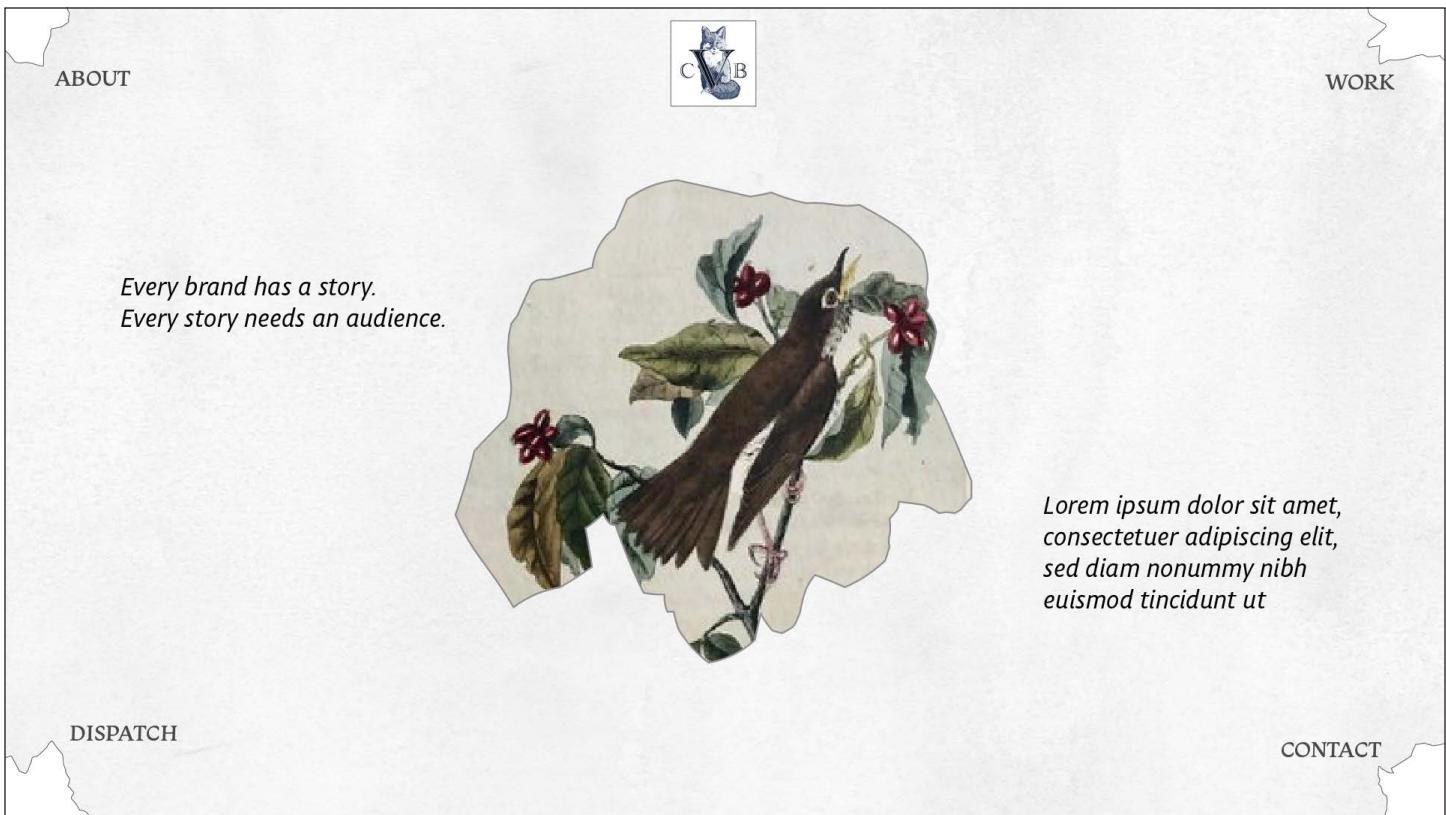
FIRE324 the training and model scripts are based on [DCGAN](#). It accommodates memory IDs of 324 sample image data.





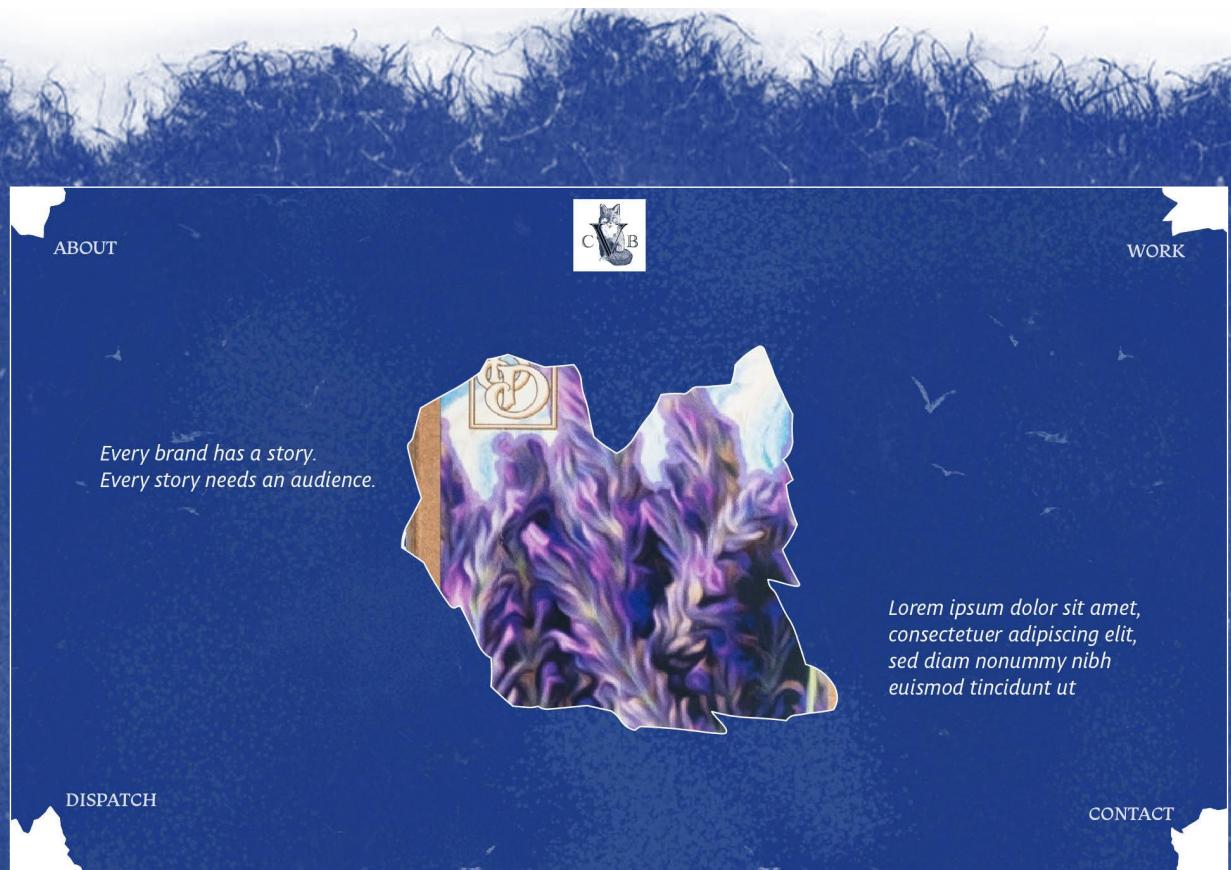
Scroll-and-click game demo of Fire





Homepage Design for Voyageurs Creative Bureau, LLC. (VCB)

I incorporate elements from cyanotype, watercolor and paper ball cut-out shapes. As you interact with the website, one image/background/page morphs into another through animated paperball cutout shapes. This effect can be achieved using SVG path animations as well as SVG masks and clips.



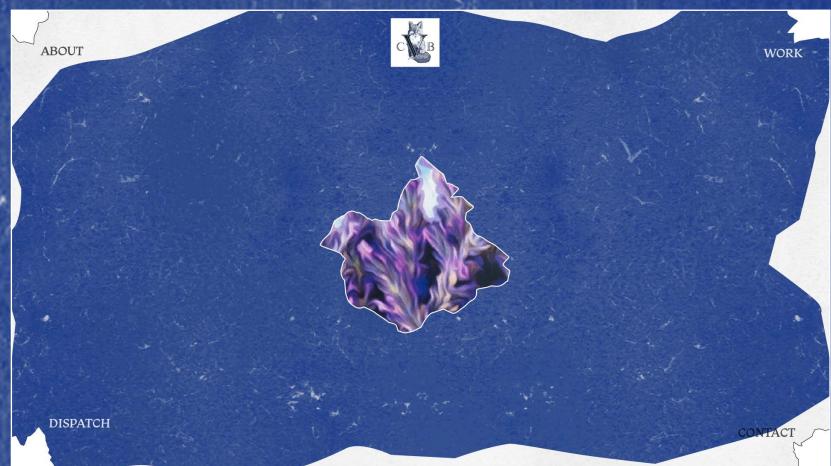
When scrolling, the shape of the paperball cut-out that contains a preview image will change. So does the background.



The paperball cut-out decreases in size while changing its shape, similar to folding.



The blue, textured background unfolds behind the paperball cut-out.



A new cutout shape with a new preview image unfolds.





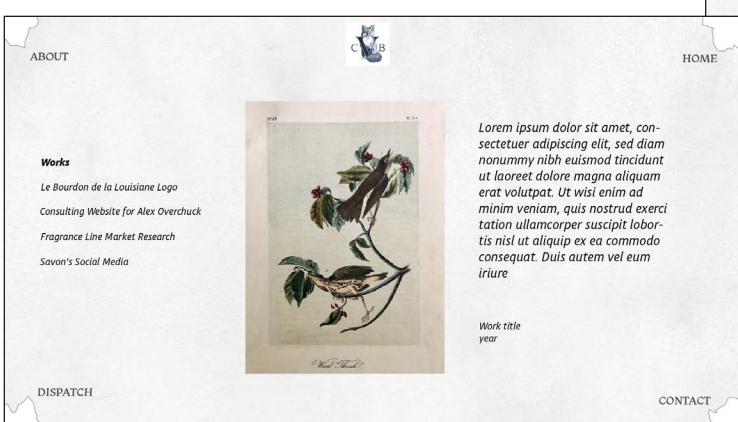
Menu buttons locates at the four corners of the webpage.

After a click, one page transitions into another as a white overlay unfolds.

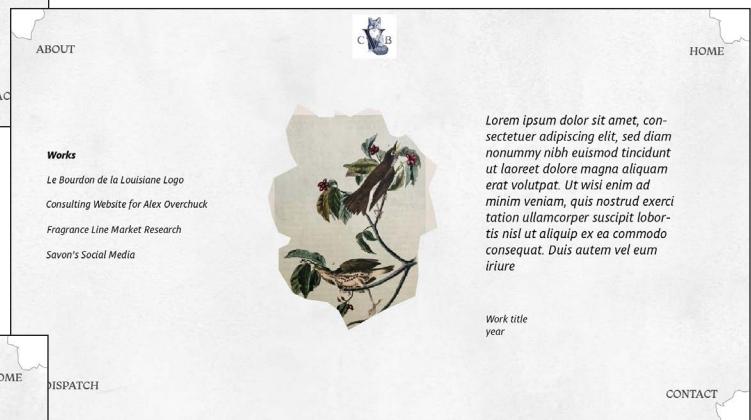


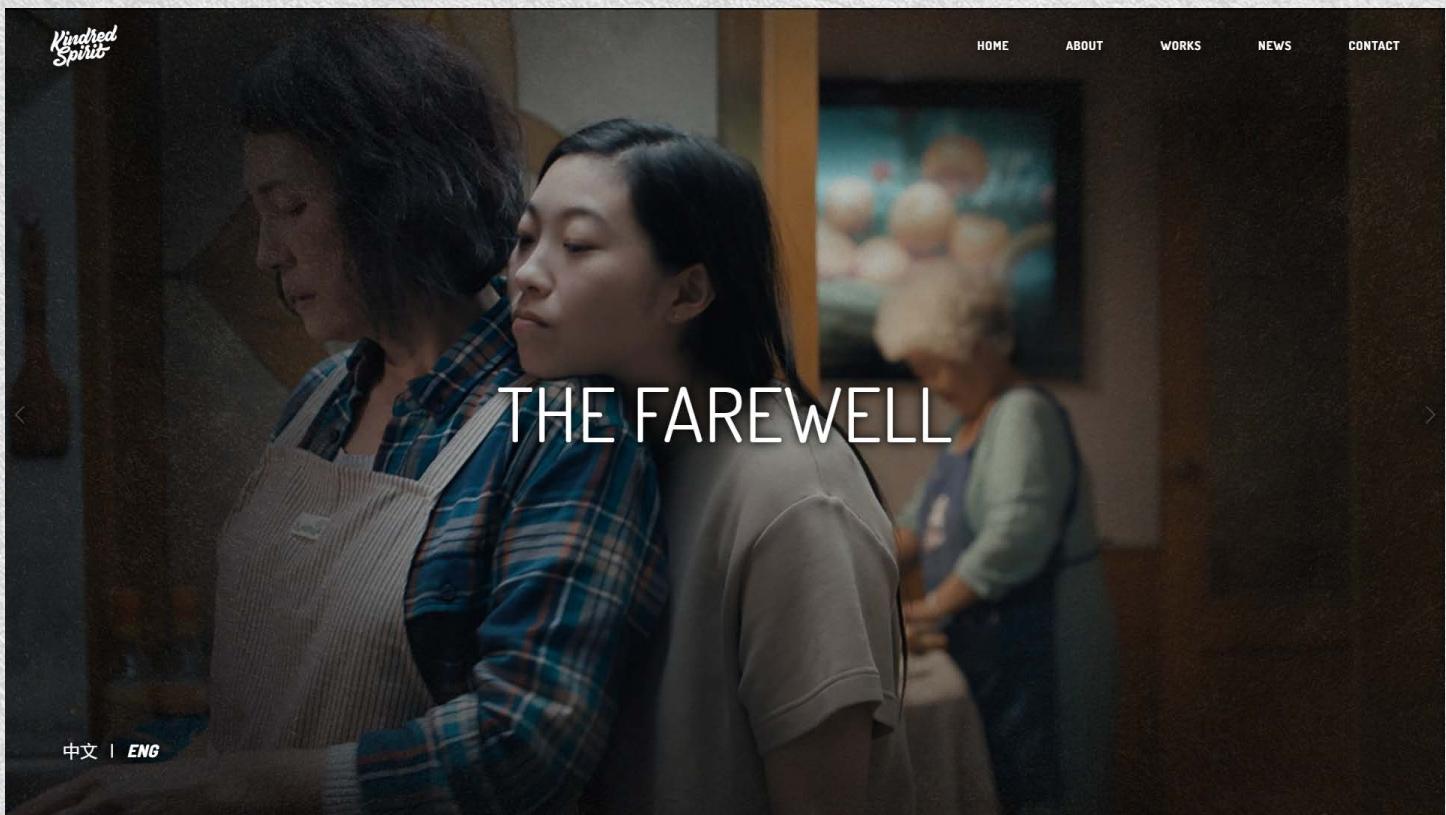
This homepage design may apply to other pages as well, i.e. the Works page.

Images unfold after it finishes loading.



The structure of images and texts is implemented with CSS flex, so that it responds to different screen sizes.





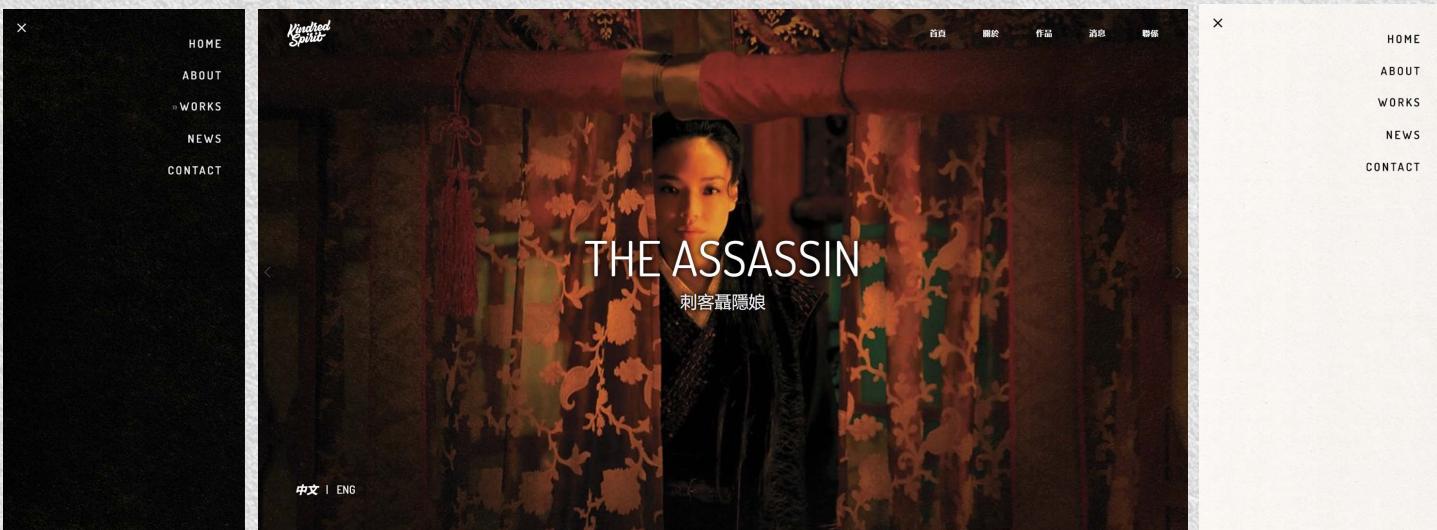
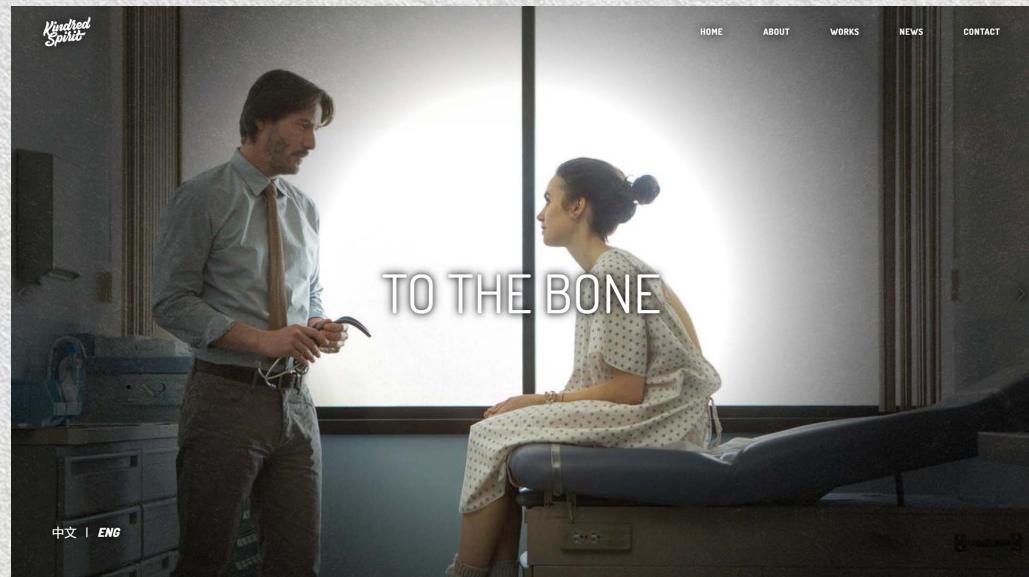
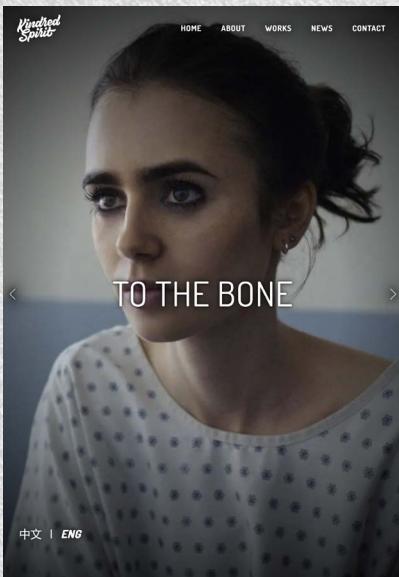
THE FAREWELL

Web Design and Development Project: Kindred Spirit

Collaborated with a design freelancer, Zhengyang Huang, I designed and developed the website for a film production company, Kindred Spirit. The final website embraces a simple aesthetics that enhances the company brand image using company logo elements and core images. The website also features both Chinese and English versions. It is developed using HTML, CSS on Squarespace.

View the website here: <https://www.beakindredspirit.com/>





ABOUT

Kindred Spirit is an entertainment development, production, and financing company based in Los Angeles. Founded by producer Anita Gou, the mission is to curate purpose-driven and boundary-pushing storytelling in film, television, and new media, with a focus on emerging voices and visionary auteurs.

Anita Gou is a film and multimedia producer who grew up between Taiwan, Hong Kong, China, and the US. Her upcoming films include Agnieszka Smoczyńska's English language debut *The Silent Twins* (starring Letitia Wright & Tamara Lawrence) for Focus Features, premiering at the 2022 Cannes Film Festival's Un Certain Regard section. She previously produced one of the highest grossing independent films of 2019, *The Farewell* (starring Awkwafina and Henry Golding) (starring Shia LaBeouf and Lucas Hedges) released by A24 and Amazon Studios respectively. *The Farewell* went on to receive a Golden Globe nomination for Best Foreign-Language Film, a Golden Globe award for Best Actress in a Musical or Comedy Motion Picture, as well as an Independent Spirit Award for Best Feature. Anita Gou was included in the 2019 Forbes 30 under 30 list, and was named one of the 10 Producers to Watch by Variety. Past works include: *FOUND* (Netflix, 2020); *Together Together* (Sundance 2021, Bleecker Street); *Assassination Nation* (Sundance 2018, NEON); *Terminal 3* (Microsoft Hologram project, Tribeca 2018); *To the Bone* (Sundance 2017, Netflix); and *The Assassin* (Cannes 2015, Well Go USA).

Anita Gou, Producer/Founder

Sam Intili joined Kindred Spirit at the beginning of 2022. As Head of Creative, they oversee the production and development slate while cultivating talent relationships and bringing in new material. Sam Intili began their career at FilmNation Entertainment, assisting with international sales effort on films such as Pedro Almodóvar's *Pain & Glory*, Sebastian Lelio's *Disobedience* and Lisa Joy's *Reminiscence*. More recently, Sam worked at Animal Kingdom where they focused on sourcing financing and distribution for visionary, emerging filmmakers. Much of their work focused on bridging the gap between the American independent film industry and storytellers making work in other parts of the world. Sam has served as an executive producer on a number of forthcoming features including Andrew Cummings' *The Origin* and Joaquin del Pino's *The Hole in the Fence*. They are also producing Jane Schoenbrun's feature *I Saw the TV Glow*.

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Language Switch Buttons

WE ARE LITTLE ZOMBIES



When four young orphans first meet, their parents' bodies are being used to make zombie dolls. They are zombies; devoid of all emotion. With no family, no future, no dreams, and no way to move forward, the teens decide that the first step is to find a way to bring them back to life. They console an old electric bass, and a charred wok from their former homes—just enough to start a band...and then conquer the world.

Watch Now

Dir. Makoto Nagahisa
Starring Keita Nisimura, Saitoh Rihana, Mondo Okumura, and Seru Nakajima
World Cinema Special Jury Award for Originality at the 2019 Sundance Film Festival
Distributed by Oscilloscope and Kindred Spirit



FOUND



FOUND is a feature documentary that follows the story of three American women who are separated from their families after they are blood-related cousins on 23andMe. Their online meeting inspires the young women to confront the burning questions they have about their lost history. When they meet for the first time, they embark on a once-in-a-lifetime journey to China in search of answers.

Watch Now

Dir. Amanda Lipitz
Distributed by Netflix



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TERMINAL 3



An interactive, augmented-reality documentary that explores contemporary Muslim identities in the U.S. through the lens of an airport interrogation.

As viewers put on the Microsoft Hololens, they step into the role of a Muslim imam, and determine the fate of the hologram passenger before them. These interrogations become strikingly personal as the viewer sees what happens when the participant decides if the hologram should be let into the country or not—but there is the twist.

Watch Now

Dir. Asad J. Malik
Tribeca Film Festival Storyscape Award Nominee 2018



EN



一名兒童演員努力工作，試圖修補與他酗酒、犯罪的父親的關係。

立即觀看

導演: Alma Har'el

主演: Chloé Lemoine, Léonard Marchal, Léon

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NEWS

2022

April 14

Cannes 2022 Is Auteur Central (Even Without David Lynch)

2021

August 23

Netflix Acquires China Adaptation Documentary 'Found'

July 7

Endeavor Content Backed The Ink Factory Adapts C Pam Zhang's 'How Much Of

April 22

'These Hills Is Gold' For TV

April 8

'Together Together' Review: A Conceivable Plan

Focus Features Acquires "Silent Twins" With Letitia Wright & Tamara Lawrence

January 5

Awkafina makes Globes history with 'Farewell' acting win

2020

May 22

"The Farewell" Nominated for Golden Globe for Best Picture, Foreign Film

December 3

Box Office: "The Farewell" Named One of the Top 10 Independent Films by the National Board of Review

December 3

Meet The Top Young Entrepreneurs Of The Forbes Under 30 2020 List

July 14

Box Office: 'The Farewell' Surpasses 'Avengers: Endgame' For Biggest Theater Average of the Year

May 20

Variety Celebrates 10 Producers to Watch in Cannes

May 15

Variety's 10 Producers to Watch

February 2

Shia LaBeouf's 'Honey Boy' Lands at Amazon

January 27

Awkafina Drama 'The Farewell' Lands at A24

2019

December 9

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2018

April 21

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2017

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2016

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2015

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2014

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2013

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2012

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2011

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2010

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2009

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2008

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2004

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ABOUT

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Anita Gou

Member 2

Member 3

THE SILENT TWINS

The chilling true story of the Gibbons twin sisters who were entirely silent, communicating only to each other in a private language. They became obsessed with writing fiction, boys, and crime in their teens but their intense bond ultimately turned into something more dangerous.

Dir. Agnieszka Smoczyńska
Starring Letitia Wright, Tamara Lawrence
In post-production
To be distributed by Focus Features

NEWS

2021	August 23	Netflix Acquires China Adoption Documentary 'Found'
	July 7	Endeavor Content-Backed The Ink Factory Adapts C Pam Zhang's 'How Much Do These Hills Is Gold' For TV
April 22	April 8	Together Together' Review: A Convincing Plan
Focus Features Acquires 'Silent Twins' With Letitia Wright & Tamara Lawrence		
2020	May 22	'The Farewell' Producer Anita Gou on Asian-American Representation
	February 8	2020 Spirit Awards Winners List: 'Farewell' Wins Best Film
January 18		Netflix's 'The Farewell' Wins Kindred Spirit's Acquire Project Nagelius' 'We Are Little Zombies'
January 5		Awkwafina makes 'Observe' history with 'Farewell' acting win
2019		

December 9 'The Farewell' Nominated for Golden Globe for Best Picture, Foreign Film

December 3 'The Farewell' Nominated One of the Top 10 Independent Films by the National Board of Review

December 3 'The Farewell' Named One of the Top 10 Independent Films by the National Magazine Association

July 14 'The Farewell' Surpasses Avengers: Endgame For Biggest Theater Box Office

July 14 Variety Celebrates 60 Products to Watch in Cannes

May 6 'The Farewell' Set to Debut at Venice Film Festival

February 2 'Silva Lebba' & 'Yonsei Boy' Levels at Amazon

January 27 Awkwafina Drama 'The Farewell' Lands at A24

2018

April 21 'Dr. Tennenbaum' a ground-breaking augmented reality piece tackling Immigration

January 23 Huge Dual NCON Teams With Russia Bros Let ADBO In \$10M+ Deal For Acquisitions Nation - Sundance

CONTACT US

Please note: Kindred Spirit does not accept unsolicited submissions.

Name *

First Name Last Name

Email Address *

Subject *

Message *

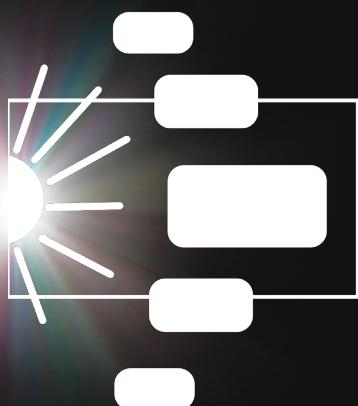


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Early Development

The Kindred Spirit website also has another design iteration that is more visually complex. The main design theme and interaction mechanism is “projection light”. Rendered videos, interactive widgets and custom styles are to be achieved through Blender 3D, HTML, CSS.



Main interaction: while scrolling, the projector light on the left will rotate, imitating a moving projector light. The text and image sections are formatted like a reel where the center section appears large and focused and those scrolled away appear smaller / further (see the left picture).



Works



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About

Kindred Spirit is an entertainment development, production, and financing company based in Los Angeles.

Founded by Anita Gou, the mission is to produce purpose-driven, cross-cultural, and boundary-pushing content aimed at a global audience.

Page Transition: after clicking a link to another page, the website will turn dark and then quickly light up after the next page is loaded, imitating a light turning off and on. Such light turning-on animation effect can be achieved with blur filter, light beam / halo image assets, and brightness filter.

August 23, 2021 - Netflix Acquires China Adoption Documentary 'Found'

July 7, 2021 - Endeavor Content-Backed The Ink Factory Adapts C Pam Zhang's 'How Much Of These Hills Is Gold' For TV

April 22, 2021 – 'Together Together' Review: A Conceivable Plan

July 9, 2020 - 'We Are Little Zombies' NYTimes Review: Rocking Away the Pain

January 27th, 2020 - Alma Har'el first Israeli, first woman, to win key Directors Guild Award

Email: xxxxxxxx@xxx.com

Phone Number: +x xxx-xxx-xxxx

Location: xxxxxx xxxxxxx, Los Angles, CA, xxxx

Contact us



- The Precise Moment
- Quarantine Portrait
- Virtual Shoot
- Greta Thunberg Edit
- Personal Voice over Video
- Video Essay

Storytelling can be an act of resilience in response to change and adversity. This course examines the intersections of video, storytelling, and cultures of resilience. Through presentations, group discussions, virtual galleries and video links the students will conduct research and study artworks by diverse voices. Students will create a short mixed media video addressing a contemporary issue of their own choosing. This course is designed to help students develop a visual toolkit and a critical approach to the medium of the moving image.

This website features works by Alyssa Deering, Henry Gonzalez, Sung A. Hong, Cho Kwan(Rachel) Leung, Ellie Park, Casey Rickey, Lee Teng, Gustavo Tepetla, Mana Tyszka, Megan Wu.

Instructor: Gabriel Noguez Teaching Assistant: Zhengzhou Huang

Storytelling Et Resillience

Storytelling and Resillience is a website that shows students projects from a Design Media Arts class. The website feautres a simple and effective layout and interface for photos and videos.

Storytelling and Resillience is designed and created by my-self.

Website:

<https://classes.dma.ucla.edu/Fall20/172/>

Greta Thunberg Edit

Pick a Greta Thunberg Speech and find youtube clips that can relate or contrast with Greta's words.
Illustrate her speech with images and music.
Highlight interesting titles and graphics.
Produce a one minute video.



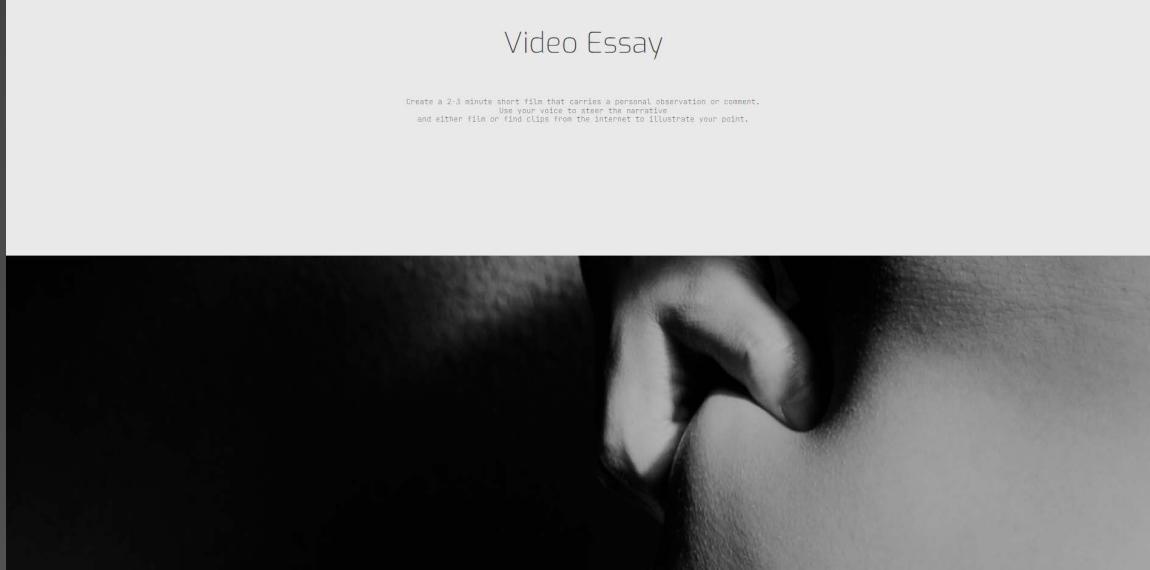
The Precise Moment

Go on a walk and look at the natural light.
Try to shoot in the early morning or late afternoon.
Hold your camera close. Look out for surprises, geometry and photograph something that speaks to you.



Video Essay

Create a 2-3 minute video film that carries a personal observation or comment.
Use your voice or other narrative devices.
Use your video to tell a story or make a point.
Use either film or find clips from the internet to illustrate your point.

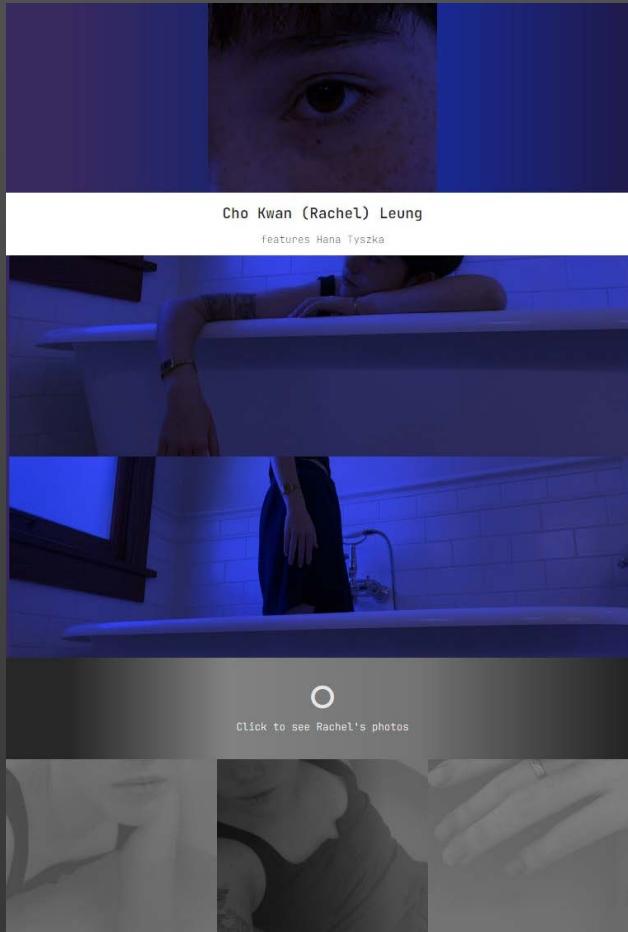
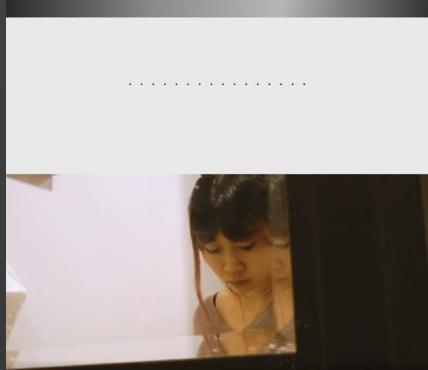


Personal Voice over Video

Pick a passage or paragraph from your journal.
Pick something you can illustrate in a video essay.
Gather images, videos and sound from different sources.



Ellie Park



Quarantine Portrait

Make a portrait of the person you are quarantining with.
Avoid easy pose or smile.
Wait for the precise moment.
Control and diffuse the light with curtains, plants or tree branches.



Virtual Shoot

Create a virtual shoot with one of your classmates.
Schedule a time and meet up online to take shots using an iPhone or a webcam.
Organize prior to the shoot:
the time, location, props, wardrobe and make up.
Make the other person feel comfortable.
Try finding what the subject wants to be represented with.



DESMA 172 Storytelling and Resilience

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Instructor: Gabriel Noguez Teaching Assistant: Zhengzhou Huang



ACEA Global Homepage is a **web design and front-end development** project I initiated, designed and engineered for Advanced Continuing Education Association (ACEA). To enhance user experience and meet users' needs for smooth web interaction and fast text consumption, I designed the page with clear information structure that focuses on essential graphics, copies, and action buttons. I also employed UI animations and scrolling interactions to divide the main illustration into sections featuring different potential customers, while creating a light-hearted viewing experience.

I have also created a **demonstration purpose animation** to market and showcase the company software product.

Homepage:

<https://zhengzhou-huang.me/Design/acea/homepage/>

Animation:

<https://zhengzhou-huang.me/Design/acea/minidemo/>

Manage Continuing Education *without* the Admin Work



For Employers & Enterprise

Your team has far more important things to do than managing their credentials and continuing education.

Help your team stay compliant and **save hours** in the process.

I'm an Employer 



normal



hover



pressed



normal

Navigation Interface



For Healthcare Institutions

You prioritize engagement and efficiency by removing administrative burden for clinicians.

Let's take the admin work off your team's plate and **ensure compliance** in the process.

I'm in Healthcare



I'm an Employer



I'm an Education Provider

For Associations

Offer your members what they need to maintain their credentials while saving time.

I'm an Association or Society



For Educators

Engage your learners with a platform to centralize their entire continuing education experience.

I'm an Education Provider



I'm an Association or Society

I'm in Healthcare



Responsive Design



Animated Image Pans on Smaller Screens

Medium Screen

For Healthcare Institutions

You prioritize engagement and efficiency by removing administrative burden for clinicians.

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[I'm in Healthcare](#)

For Employers & Enterprise

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Manage Continuing Education without the Admin Work

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For Associations

Offer your members what they need to maintain their credentials while saving time.

[I'm an Association or Society](#)

For Educators

Engage your learners with a platform to centralize their entire continuing education experience.

[I'm an Education Provider](#)

Small Screen

For Healthcare Institutions

You prioritize engagement and efficiency by removing administrative burden for clinicians.

Let's take the admin work off your team's plate and **ensure compliance** in the process.

[I'm in Healthcare](#)

For Associations

Offer your members what they need to maintain their credentials while saving time.

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[I'm an Education Provider](#)



Graphics for Sign Up Page & Stills of Demoonstration Animation

CE

Recommended Requirements Find CE Profile

BASIC

FREE forever
plus free 14 day trial of Elite*

- ✓ Track All Education In One Place
- ✓ Get Renewal Reminders
- ✓ Access Free Education

Sign in with email

Email address

Password

Confirm password

Create account

The interface includes:

- A purple rounded rectangle containing various document icons (contracts, certificates, etc.)
- A purple rounded rectangle containing a person icon and three horizontal input fields.
- A vertical stack of four colored boxes (orange, dark grey, yellow, dark purple) each containing a person icon and a checkmark or other status indicator.
- Seven circular avatars at the bottom, each with a yellow face and a different colored body (blue, purple, pink).



Sales Marketing Banner and Animation

View animation: https://zhengzho_u-huang.me/Design/motion/



Commissioned Graphics For Educational Services



Share Screen is a website for the Design Media Arts 2020 MFA preview show. I collaborated with a team of artist on making the graphics for the homepage and designing the mobile responsive menu of the show website using mainly Autodesk Maya and Adobe Photoshop.

Website:

<https://projects.dma.ucla.edu/exhibitions/sharescreen/>

SHARE SCREEN

