

# YAXI PENG

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## EDUCATION & HONOR

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Peking University (Top 2 universities in China)	Sep.2011 - Jul.2014
Master of Software Engineering in Interactive Media Art	
GPA:3.79/4.00	
<b>Relative Courses:</b> Interaction Design Principles and Practices(93), Virtual Reality and Augmented Reality(90), Interactive Music Creation(92), Electronic Music Creation(91), Foundations of Computer Music(91),Interactive Media Design, Video Game Design	
Sichuan Conservatory of Music	Sep.2006 - Jul.2010
Bachelor of Music in Music Education	

## MICRO - CERTIFICATE

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Simon Fraser University—Human-Centred Artificial Intelligence Micro-Certificate	Sep.2025 - Aug.2026
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### IAT-355: Introduction to Visual Analytics (Completed Dec 2025)

- Studied principles of perception, interaction, and information visualization to design effective analytical visuals.
- Built interactive data visualizations using Tableau, Vega-Lite, D3.js, and HTML/CSS/JavaScript.
- Final Project: *An Overview of Vancouver's Restaurant Industry*, conducted data cleaning, exploratory analysis, visual storytelling, and built a responsive website.

### IAT-360: Exploring Artificial Intelligence (Completed Dec 2025)

- Gained hands-on experience with machine learning workflows, neural networks, NLP, and computer vision through applied project work.
- Studied ethical frameworks and real-world AI cases to understand societal and design implications.
- Projects:
  - *Speech Emotion Recognition*: implemented ML/NN models for speech-emotion classification using preprocessed audio features.
  - *Pain Detection in Cats(Computer Vision)*: labeled pain/no-pain using the Feline Grimace Scale, added bounding-box annotations, and trained a YOLOv8n-based detection-and-classification model.
  - *SFU Health & Counselling Chatbot*: built a retrieval-based chatbot by designing intents, structuring Q&A, generating embeddings, and implementing guardrails.

### Two additional courses (Upcoming):

- IAT-460: Generative AI and Computational Creativity (Starts Jan 2026)
- IAT-461: Data Science for Human-Centred Systems (Starts May 2026)

## PROFESSIONAL EXPERIENCE

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Chengdu Fengdi Clothing Co., Ltd., Product Manager	Mar.2020 - Dec.2022
➤ Designed a virtual showroom using AR recognition and Kinect sensing, increasing customer engagement by 40% and driving a 30% rise in online sales.	
➤ Led IA design and prototyping for the “MeiLiDa” app, achieving 150% of target new-user registrations after launch.	
➤ Conducted usability tests and improved user flow, resulting in a 25% increase in user retention.	
Chengdu Meirui Fashion Technology Co., Ltd., Interaction Designer for Rescue Migica Game	Jul.2014 - Feb.2020
➤ Conducted market research to identify gaps in rhythm games and designed an educational, narrative-driven experience with original music, achieving a 95% player satisfaction rate.	
➤ Led the integration of visual, auditory, and tactile interactions, improving player retention by 65% after the second major update.	
➤ Delivered six additional major updates—refining interaction models, mechanics, and game content—which reduced onboarding time by 45% and increased daily active users by 300% over three years.	

## **SCHOOL PROJECTS & THESIS**

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- Graduation Thesis for Peking University: Design and Implementation of Personalized Educational Software for Ethnic Musical Instruments Based on Immersive Experience, *Project designer and Music Designer*** Jan.2014 -Jun.2014
- Developed a theoretical model based on literature review and interaction design principles to explore factors influencing kindergraden children's immersive experiences in personalized education software.
  - Conducted a competitive analysis and user research to address challenges related to kindergarten children's attention spans, resulting in a gamified music education platform with four original songs and interface transition sounds.
  - Iterated on the design to incorporate tactile feedback and multisensory interactions, leading to a 100% positive feedback from both teachers and parents during usability testing.
- "Music Tribe" A Kinect-Based Music Game, *Lead designer and Music Designer*** Apr.2013- Jun.2013
- Leveraged auditory elements to deliver player feedback, enhance immersion, facilitate interactions, and craft emotional experiences.
  - Responsibility for the design, production, and implementation of all in-game sound effects, including character motion sounds, environmental audio, and interactive sound cues(e.g., clicks, button feedback).
  - Composed four distinct music pieces, ensuring consistency between sound design and the visual style of the game's UI elements.
- New Media Interaction Project for Liao Kaiyuan's Man of Destiny", *Lead designer*** Oct.2012 - Dec.2012
- Designed an interactive environment using Kinect motion recognition technology to enhance the immersion of speeches through spatial interaction.
  - Created and integrated background music and sound effects to enhance the atmosphere and situational engagement, thereby boosting user participation.
  - Managed multimedia resources and technical tools to ensure the stable operation of the system.
- "T-Easy" Navigation App, *Lead designer*** Mar.2012 – May.2012
- Conducted market research and designed the "T-Easy" app to integrate map functionality with user needs, including recommendations for dining, accommodations, transportation, and cultural attractions.
  - Incorporated features like route history, sharing, voice guides, photo sharing, and offline capabilities to enhance user experience based on usability test findings.

## **ADDITIONAL INFORMATION**

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- Former Vice Chairperson of the Digital Arts Association, School of Software and Microelectronics, Peking University**
- Recruited CG, game, and animation enthusiasts, fostering interdisciplinary collaboration.
  - Organized lectures by renowned scholars, bridging academia and industry.
  - Built a platform connecting students with practical projects, enhancing hands-on experience.

## **SKILLS**

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**Tools:** Python, JavaScript, Figma, Tableau, Vega-Lite, HTML/CSS, Photoshop, After Effects, Max/MSP, Cubase, KeyShot, Midjourney, Unity, Kinect