

YAXI PENG

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EDUCATION & HONOR

Peking University (Top 2 universities in China) Sep.2011 - Jul.2014

Master of Software Engineering in Interactive Media Art

GPA:3.79/4.00

Relative Courses: 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

Simon Fraser University—Human-Centred Artificial Intelligence Micro-Certificate Sep.2025 - Aug.2026

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

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

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 kindergarten 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

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

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