
Personal Information

Name	Kaiyi Ye	Gender	Female
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Education Background

Sept. 2020 – Jul. 2023	Master of Design	Wuhan University (Top 8 in China)
Sept. 2016 – Jul. 2020	Bachelor of Product Design	Wuhan University (Top 8 in China)
	Ranking: 5th of 33	Average Grade: 87.36

Core Modules: Design Methodology, Big Data Processing Techniques, Questionnaire design: from concepts, question to answer, Sustainable Design, Interaction Design, Material Science in Artifact and Kansei, Design Management, Ergonomics, Design Psychology, Product Semantics.

Research Experiences

Wuhan University National central city data control and knowledge extraction technology and system application Sept. 2020 – Jan. 2023

*UI design of dynamic multi-view cross-domain cognitive platform.

A Study on the Development of Chinese Mainstream Hipster Communities Apr. 2022- Jul. 2022

*Through the method of network ethnography, the research investigates the development status of domestic hip hop community, including the composition and characteristics of hip hop community.

*According to the research results, a questionnaire was further set up to investigate the demand for hipster apps in existing communities, and the current situation of lipstick consumption among college students was studied.

Conclusion: The growth of communities has both positive and negative impacts on the hip game industry. It lowers marketing expenses, enhances cultural value, and boosts industry vitality. However, it also raises uncertainty due to a bubble caused by community prosperity, pushing niche demands to the forefront and generating an overly optimistic market sentiment for capital investors.

Survey Report on Lipstick Consumption among College Students May. 2021-Jun. 2021

*To study the current situation of lipstick consumption among college students, a total of 138 questionnaires were issued, of which 99 were valid.

Conclusion: Students with different academic backgrounds have different sensitivity to lipstick price, and the cost of living is also a significant factor affecting users' choice of lipstick color.

"Qi Cheng Pyrograph" Intangible cultural heritage protection project Sept. 2018 – Jun. 2020

*As design director organized the design team to cooperate with non-genetic inheritors

*Logical architecture and design of the pyrograph web page.

On behalf of Wuhan University, the project has established 12 non-genetic inheritance and training bases, and reached cooperation agreements with 37 special education schools and 7 Sunshine home bases.

"Build the most beautiful village Panjiawan" Planning and service design project Jul. 2017 – Aug. 2018

*As project leader, docking with the person in charge of Mihao Hairuo Company

*Organized members write investigation reports

*Organized members to carry out rural revitalization plans, including brand development of agricultural products, cultural scenic spot excavation, etc.

A total of 3 companies were attracted to reach a group construction service base agreement with Beautiful Hairuo Company, and thus the project developed a long-term development plan and won the recognition of the company team.

"Journey of a Thousand Miles" technology poverty alleviation project

Oct. 2017 – Dec. 2017

*As the project leader, I organized a team to investigate children in mountainous areas and discuss public welfare programs.

*The project was aimed at taking the development of growth shoes as the core program, led to determine the structure of children's roller skates to develop the growth shoes technology. I was mainly responsible for the design and modelling of growth shoes.

Led the school task force to enter the top 20 in the country (20/153), and obtained 2,000 yuan of support funds.

"Crawfish Man" Crawfish shell recycling project

Sept. 2016 – Dec. 2016

*As a member of the design team, I was mainly responsible for assisting in sorting out the project service process.

*I participated in the appearance design of the crayfish shell recycling machine.

The project won the gold medal of China College Students' Entrepreneurship Competition.

Research Output

[1] Chu Dongxiao, **YE Kaiyi***, Study on the Influencing Factors of Perceived Safety of Automated Vehicles Based on DEMATEL-AISM[J]. Packaging Engineering accepted for publication,03,2023.

[2] **YE Kaiyi**. A hypnotic lamp based on double helix projection[P], China, ZL2019 20731671.3, June 9, 2020.

Award-Winning Works

2019 Third prize of 12th China College Student Computer Design Competition

2019 National Print Advertising Excellence Award of National College Students Advertising Art Design Competition

2022 Second prize of 8th International Internet Innovation and Entrepreneurship Competition

Language

IELTS 6.5 (6 in Writing) | German (Basic)

Software

Data Analysis - SPSS, Stata, AMOS; Design Prototype - Arduino, Axure; Programming – Python, Processing
