Zhiting (Justine) He

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Education

Communication University of China   **Sep 2021 – Jun 2024**
M.A. in Digital Media Art (The major ranks 1st in China)   Beijing, China
GPA 3.97/4.00 Average score: 93

Jinan University   **Sep 2015 – Jun 2019**
B.A. in Business English   Guangdong, China
GPA 3.79/4.00 Average score: 87.9

Publication

[1] **He, Z.**, Fan, M., Guo, X., Zhao, Y., Wang, Y. *(in press)*. "I Feel Myself So Small!": Designing and Evaluating VR Awe Experiences Based on Theories Related to Sublime. 2024 IEEE International Symposium on Mixed and Augmented Reality (ISMAR '24).

[2] **He, Z.**, Su, J., Chen, L., Wang, T., LC, R. *(accepted)*. "I recall the past": Exploring How People Collaborate with Generative AI to Create Cultural Heritage Narratives. In The 27th ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW '25).

[3] Wang, Y., Guo, W., **He, Z.**, Fan, M. *(in press)*. "Yunluo Journey": A VR Cultural Experience for the Chinese Musical Instrument Yunluo. The 32th Pacific Conference on Computer Graphics and Applications (PG '24).

Research Experience

The Intelligent Media Design Lab with Prof. Min Fan, Communication University of China   Beijing, China
Lead Researcher   May 2024 – Present
- Designed three VR scenes to elicit neutral, happy, and awe emotions.
- Designed and conducted between-subjects experiments and semi-structured interviews with children.
- Currently analyzing survey and interview data, and writing the paper.

Third Author [3]   July 2024 – Aug 2024
- Participated in designing three storylines for a VR experience of the Yunluo, a traditional Chinese instrument.
- Participated in writing the paper.

Lead Researcher [1]   Feb 2023 – Feb 2024
- Reviewed theories of the sublime and proposed design strategies; designed and developed VR awe experience prototypes.
- Executed experiments and conducted semi-structured interviews with 28 participants.
- Analyzed survey data using linear mixed-effects models, ANOVA, and Cohen's d in R Studio; performed thematic analysis on interview transcripts.
- Wrote the entire paper and made all figures and charts.

Studio for Narrative Spaces with Prof. RAY LC, City University of Hong Kong   Hong Kong, China
First Author [2]   June 2023 – July 2024
- Designed and conducted an online remote experiment using ChatGPT and Stable Diffusion AI tools.
- Applied thematic analysis and reviewed related prompts, generated images, and real-life photos to analyze interview transcripts.
- Wrote the entire paper except for the related work section.

Digital Art Innovation Lab with Prof. Zihan Gao, Communication University of China   Beijing, China
Lead Researcher   May 2024 – Present
- Screened 1,477 papers using the systematic literature review approach and identified design elements of awe experiences.
- Designed five awe-inspiring scenes based on identified elements.
- Designed and executed a 2 (VR vs. video) × 5 (awe-inspiring scene) between-subjects experiment and conducted semi-structured interviews with 67 participants.
- Analyzed survey data using one-way repeated measures ANOVA.
- Currently analyzing interview transcripts and writing the paper.

Skills

Tools: Unity, Unreal Engine, RStudio, Overleaf, Stable Diffusion, Adobe Illustrator

Languages: English (TOEFL 103), Mandarine (native)

Leadership / Extracurricular

Nanyang Technological University Scientific Exploration in Metaverse Program   **July 2022 – Aug 2022**

Team Leader

- Led team members in completing research tasks, winning the Best Presenting Team honor.
- Received a distinction (highest level) in performance evaluation.

Student Mental Health Center, Communication University of China   **Mar 2022 – June 2024**

Class Psychological Monitor

Awards and Honors

- 2022 HKDADC the Second Place Prize for *Your Virtual Boyfriend* VR Interactive Video
- 2022 HKDADC the Third Place Prize for *Lost in Metaverse* VR Short Film