

Zhiting He

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👤 [zhitinghe.github.io](https://github.com/zhitinghe)

Education

Communication University of China

Sep. 2021 – Jun. 2024

M.F.A. in Digital Media Art (Ranked 1st in China for this program)

Beijing, China

GPA 3.97/4.00 Average score: 93

Jinan University

Sep. 2015 – Jun. 2019

B.A. in Business English

Guangdong, China

GPA 3.79/5.00 Average score: 87.9

Research Interests

Virtual Reality, Human-Computer Interaction, Media Psychology, Augmented Reality, CSCW

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). [\[pdf\]](#)

[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 28th ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW '25).

[3] Wang, Y., Guo, W., **He, Z.**, Fan, M. “Yunluo Journey”: A VR Cultural Experience for the Chinese Musical Instrument. Pacific Graphics Conference Papers and Posters (2024).

Research Experience

The Intelligent Media Design Lab with Prof. Min Fan, Communication University of China

Beijing, China

Lead Researcher - Exploring smoother and safer affective VR experiences for children.

May 2024 – Present

- Designed three VR scenes to elicit boredom, amusement, and awe emotions.
- Designed and managed between-subjects experiments and semi-structured interviews with 42 children together with the second author, supported by 4 implementers.
- Currently analyzing data and writing the paper.

Third Author - Designing VR cultural experience for Yunluo instrument. [\[3\]](#)

Jul. 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 - Designing awe-inspiring VR experiences based on sublime theories. [\[1\]](#)

Feb. 2023 – Feb. 2024

- Reviewed theories of the sublime and proposed design strategies; designed and developed VR awe experience prototypes together with the third author.
- Ran the experiment and conducted semi-structured interviews with 28 participants in collaboration with two co-authors.
- Analyzed quantitative data using linear mixed-effects models, ANOVA, and Cohen's d in R; led the thematic analysis of 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 - Exploring human-AI collaboration in creating cultural heritage narratives. [\[2\]](#)

Jun. 2023 – Jul. 2024

- Designed and conducted online remote workshops using ChatGPT and Stable Diffusion AI tools together with co-authors.
- Led the thematic analysis and reviewed related prompts, generated images, and real-life photos to analyze interview transcripts together with co-authors.
- Wrote the entire paper except for the Related Work section.

Digital Art Innovation Lab with Dr. Zihan Gao, Communication University of China

Beijing, China

Lead Researcher - Exploring broadly applicable awe-inspiring design elements in VR.

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 conducted a 2 (VR vs. video) × 5 (awe-inspiring scenes) between-subjects experiment together with two co-authors; conducted semi-structured interviews with 67 participants.
- Analyzed survey data using two-way repeated measures ANOVA and descriptive statistics.
- Currently analyzing interview transcripts and writing the paper.

Skills

Research Skills: Thematic Analysis, Two-Way Mixed ANOVA, Linear Mixed-Effects Model, Two-Way Repeated Measures ANOVA, Descriptive Statistics, Systematic Literature Review, Concept-Driven Study, Semi-Structured Interview, Data Visualization

Tools: Unity, Unreal Engine, Insta360 VR live-action, RStudio, Overleaf, Stable Diffusion

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

Leadership / Extracurricular

Nanyang Technological University Scientific Exploration in Metaverse Program Jul. 2022 – Aug. 2022

Team Leader

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

University of Michigan Aug. 2022 – Dec. 2022

edX

- Took the course: User Experience & Interaction Design for AR/VR/MR/XR
- Took the course: Developing AR/VR/MR/XR Apps with WebXR, Unity & Unreal

Harvard University Dec. 2023 – Jan. 2024

Coursera

- Took the course: HarvardX: Data Science: R Basics

Student Mental Health Center, Communication University of China Mar. 2022 – Jun. 2024

Class Psychological Monitor

Deloitte Touche Tohmatsu Limited Oct. 2019 – Oct. 2020

Associate Auditor

Awards and Honors

- 2022 HKDADC the Second Place Prize for *Your Virtual Boyfriend* VR Healing Video [\[project introduction\]](#)
- 2022 HKDADC the Third Place Prize for *Lost in Metaverse* VR Short Film [\[project introduction\]](#)