

# Zhiting He

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## Education

2021-present

**M.S. in Digital Media Art**  
Communication University of China, Beijing, China  
GPA: 3.97/4.00 Average score: 93

2015.-2019

**B.S. in Business English**  
Jinan University, Guangdong, China  
GPA: 3.79/5.00 Average score: 87.9

## Publications

**He, Z.**, Fan, M., Guo, X., Zhao, Y. (in review). "I Feel Myself So Small!": Designing and Evaluating of Embodied Awe Experiences in Virtual Reality. *In Proceedings of the 2024 CHI Conference on Human Factors in Computing Systems (CHI '24)*.

**He, Z.**, Wang, T., Chen, L., Su, J., Wong, K., Fung, W., LC, R. (in review). An Imaginative Urban Walk: Engendering Expression and Imagination of Tangible Cultural Heritage Sites Using Generative AI. *In Proceedings of the 2024 CHI Conference on Human Factors in Computing Systems (CHI '24)*.

## Research Experience

2023.10-present

**Lead Research Assistant**, Communication University of China

- Research advisor: Prof. Min Fan
- Exploring how awe-inspiring VR designs can alleviate anxiety in children

2023.01-2023.09

**Lead Research Assistant**, Communication University of China

- Research advisor: Prof. Min Fan
- Explored how to create an effective awe-inspiring VR experience and identify the beneficial design elements that contribute to successful awe experiences.

2023.06-2023.09

**Research Assistant**, City University of Hong Kong

- Research advisor: Prof. RAY LC
- Explored how the process of using generative AI to create images of cultural heritage sites affects people's prompting strategies, as well as emotion and perception towards places.

2022.07-2022.08

**Summer Research Assignment Leader**, Nanyang Technological University

- Advisor: Professor Yiyu Cai
- Investigated the effects of VR compared to PC on cognitive load, enjoyment, and knowledge acquisition in pottery-making learning

2022.04-2022.10

**Research Assistant**, Communication University of China

- Advisor: Professor Xin Lv
- A Research Program of The National Social Science Fund of China

## Practice Experience

2021.10-2022.01

Designer, Effect Developer, Actor, Artist  
*Lost in Metaverse* VR Short Film

2021.09-2021.12

Director, Designer, Effect Developer  
*Your Virtual Boyfriend* VR Video

2019.10-2020.10

Auditor

Deloitte Touche Tohmatsu Certified Public Accountants LLP

## **Skills**

Research Methods  
Software & Tools

Mixed Method Research, Research Through Design, Empirical Research, Workshop  
Unity, SPSS, Excel, Adobe Illustrator, Overleaf

## **Honors and Awards**

2022

HKDADC the Second Place Prize for *Your Virtual Boyfriend*

2022

HKDADC the Third Place Prize for *Lost in Metaverse*

2022

*The Best Presenting Team* in the NTU online exchange program