

Zhiting (Justine) He

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

Education

Communication University of China

M.A. in Digital Media Art (The major ranks 1st in China)

GPA 3.97/4.00 Average score: 93

Sep. 2021 – Jun. 2024

Beijing, China

Jinan University

B.A. in Business English

GPA 3.79/5.00 Average score: 87.9

Sep. 2015 – Jun. 2019

Guangdong, China

University of Michigan

User Experience & Interaction Design for AR/VR/MR/XR

Developing AR/VR/MR/XR Apps with WebXR, Unity & Unreal

Aug. 2022 – Dec. 2022

Coursera online

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

[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 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 - Designing VR awe-inspiring environment for children

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 42 children together with the second author, supported by 4 implementers.
- Currently analyzing survey and interview 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.
- Executed experiments and conducted semi-structured interviews with 28 participants together with two co-authors.
- 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 - 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.
- 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 - 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 and conducted semi-structured interviews with 67 participants together with two co-authors.
- Analyzed survey data using two-way repeated measures ANOVA and descriptive statistics.
- Currently analyzing interview transcripts and writing the paper.

Skills

Research Methods: thematic analysis, two-way mixed ANOVA, linear mixed-effect 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 filmmaking, RStudio, Overleaf, Stable Diffusion, Adobe Illustrator

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

Leadership / Extracurricular

Nanyang Technological University Scientific Exploration in Metaverse Program Team Leader	Jul. 2022 – Aug. 2022
<ul style="list-style-type: none">• Led team members in completing research tasks, winning the Best Presenting Team honor.• Achieved a distinction (the highest level) in performance evaluation.	
Student Mental Health Center , Communication University of China Class Psychological Monitor	Mar. 2022 – Jun. 2024
Deloitte Touche Tohmatsu Limited Associate Auditor	Oct. 2019 – Oct. 2020

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