

Shuyue Li

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Guangzhou & Beijing | Portfolio website: www.li-visuals.com

EDUCATION

ROYAL COLLEGE OF ART

London, UK

Master of Arts in *Digital Direction*

09/2022-08/2023

- Full Scholarship to study at Royal College of Art as a Mater Student (Arts Talent Development Programme) from CSC

BEIHANG UNIVERSITY (China's high university of 985 and 211 projects)

Beijing, China

Bachelor of Fine Arts in *Visual Communication Design*

09/2018-06/2022

Arithmetic mean: 88.39/100 (GPA: 3.64/4) ; Ranking 30%; Outstanding graduate of Beihang University; Merit Student

- Front-End Web Design (97)
- Advertising Creations for Television and Films (92)
- The Mix Material Art (93)
- Digital Video Composition (90)

RESEARCH EXPERIENCES / PROJECT

Project 1: "Moonset - In the Mundane World" Digital Animation (MA Graduation Project) 05/2023-07/2023

- "Moonset - In the Mundane World" is an animation exploring the combination of metaphorical imagery in ancient Chinese poetry and surrealism. Combining traditional culture with modern life offers viewers a novel artistic experience.
- Through a reinterpretation of the ancient Chinese poem "The Night of the Maple Bridge" and drawing inspiration from the recent 'temple fever' phenomenon in China, this work profoundly reflects the spiritual crisis of young individuals in the post-pandemic era, accompanied by feelings of anxiety, confusion, and powerlessness towards contemporary urban life.

Project 2: Royal College of Art Interdisciplinary Group Collaboration Project "Electric Elves" 11/2022-02/2023

- Royal College of Art Interdisciplinary Group Collaboration Project. Electric Elves is an artificially intelligent drone for the future digital city providing safety services to city dwellers walking alone at night, in order to reduce the crime rate in the city at night.
- I am responsible for user research and competitor analysis in the London area, designing drone functions and interaction experience, as well as product design and APP UI design. Won 7 international and national design awards.

Project 3: Innovative application of artistic modeling of ancient Chinese astronomical instruments — Take the graduation creation "Timemachine Love" as an example (Graduation Thesis) 11/2021-06/2022

- Investigates the use of traditional Chinese aesthetics of creation, and the use of ancient Chinese astronomical instrument art forms in sculpture, architecture, products, graphics, installations, choreography and other areas of cross-border design;
- In the iterative practice and exploration of creation, the search for culturally innovative forms of structural, visual and conceptual design for the armillary sphere and sundial.

Project 4: VR work "The Lantern Festival Night-Green Jade Cup" Grope Work 03/2021-05/2021

- The VR interaction and scenes are designed based on the poem 'The Lantern Festival Night-Green Jade Cup' by the Southern Song poet Xin Qiji, with extensive restoration of the night scenes of the Southern Song Dynasty, making the audience feel as if they have travelled to the real dream world in the poem;
- Responsible for scene modelling, visual guide design, scene soundtrack, and video editing.

Project 5: "Huawei Cybaverse" project of Huawei and Beihang University 09/2020-11/2020

- Conducted in-depth experience and research on Huawei River Map in Beijing Square, based on which we further understood the design concept and method of fusion of reality and reality, explored design opportunities and formed creative solutions;
- Focused on the 798 Art Zone, design and content production around the selected topic, and made several trips to 798 for testing, after several rounds of iterations finally output innovative AR design solutions.

PUBLICATIONS

Li, S. (2024) "Innovative Application of the Artistic Modeling of Ancient Chinese Astronomical Instruments in Modern Design: A Case Study of the Armillary Sphere," in International Journal of Arts and Humanities Studies. doi: 10.32996/Ijahs.2024.4.1.1.

WORKING EXPERIENCES

Royal College of Art China Forum (RCF)

04/2023-Present

Position: Academic Leader in Intelligent Interaction Department - Project Leader

Duties and Achievements: Planning the forum in China every year, organizing sessions, defining topics and content, writing academic texts, inviting guests, etc.

SOHU

06/2024-08/2024

Position: Social Products Center - Product Operation (Internship)

Duties and Achievements: Organize the *HUYOU* Help Center, write short video scripts to introduce *HUYOU* products, and assist the video team in shooting and editing. Participate in the daily operation of *HUYOU* social media platform.

Shanghai Immersion Opportunity Technology Development Co. X-META

03/2023-Present

Position: Graphic and AI designer (Internship)

Duties and Achievements: Responsible for the graphic design of various projects in Wonderland Crossing X-META, such as peripheral design, banner, AIGC design, postcards and so on.

ACHIEVEMENTS

WON 29 INTERNATIONAL/NATIONAL/PROVINCIAL AWARDS (2021-2024), 2 WORKS INCLUDED AND PUBLISHED IN CHINA ART DESIGN YEARBOOK:

CHINA SCHOLARSHIP COUNCIL - Full Scholarship to study at Royal College of Art as a Mater Student - 06/2022

OUTSTANDING GRADUATE AND MERIT STUDENTS OF BEIHANG UNIVERSITY - 06/2022 & 10/2021

SCHOLARSHIPS IN BEIHANG UNIVERSITY×5 - Scholarships across five categories - Academic Excellence Second Prize (2019); Innovation and Entrepreneurship First Prize (2021); Outstanding Social Work Second Prize (2021); Literary and Artistic Excellence First Prize (2021); Excellent Athlete Second Prize (2021)

GOLD AWARD - ICVA Communication Exhibition for Asia-Pacific Visual Arts - (Asia Pacific Region) - 01/2024

FIRST PRIZE×2 - 9th National College Digital Art & Design Awards - VR Design & APP Design (Beijing Region)- 08/2021

FIRST PRIZE×2 - YD International Design Award - Product Design & 3D Animation - (Global) - 08/2023

SILVER AWARD×2 - Orient Star Design Award - 3D Animation - (National and Beijing Region) - 09/2022

SILVER AWARD×3 - CAE 4th London Chinese Art Exchange Exhibition (International Region - 03/2024) - Singapore Art Design Competition - MG Animation - (China Region - 09/2022) - 3rd Taiwan Art Award - Animation - (Mainland China Region - 09/2021)

SECOND PRIZE - iCAN International Contest of Innovation - Intelligent Agriculture - (Beijing Region) - 10/2022

THIRED PRIZE - 10th National College Digital Art & Design Awards - VR Interaction Design - Beijing Region) - 08/2022

THIRED PRIZE - China Student Computer Design Competition - VR Movie - Beijing-level 'Shuo Ri Cup' - 06/2022

BRONZE MEDAL - G CROSS Creative Award - Product Design & Interaction Design (Global) Final Level (10%) - 2023/03

BRONZE MEDAL×7 - Singapore Art Design Competition - Multimedia design & Animation & VR Interaction Design & VR Museum Design & Product design & 3D Animation - (China Region) - 09/2022 & 08/2023

BRONZE MEDAL×3 - Hong Kong Contemporary Design Awards - (Mainland China Region) - 10/2021 & 05/2023

PUBLISH WORKS×2 - Published 2 works at the *iF WORLD DESIGN GUIDE* under *STUDENT CONCEPTS* (Global)- 2020/2021

KEY SKILLS

LANGUAGE English (CET4; CET6; IELTS 6.5; Language Cert Expert C1 149/200 High Pass); Chinese (Native)

RESEARCH Certificate of Outstanding Researcher in Dunhuang Intangible Cultural Heritage and Art; Participated in the Summer Research Program on Communication Change and Social Impact in the Age of Artificial Intelligence. (Greater China Youth Exchange Center; The Chinese University of Hong Kong Alumni Charity Foundation)

SOFTWARE Adobe: PS, AI, ID, XD, AE, PR, CH, DaVinci Resolve, C4D, Octane Render, Unreal Engine 5, Unfold 3D, Substance Painter, Axure RP, Protopie, Midjourney, Stable Diffusion

SKILLS Google UX Design Professional Certificate; Career Essentials in Generative AI by Microsoft and LinkedIn; Tencent

CERTIFICATES Future Product Manager Creation Camp

PERSONAL ASSESSMENT

Professional Ability: I am better at collecting and analyzing information and data to form design inferences than relying on intuitive artistic creation. I am a heavy user of AI products. By combining design, psychology, and communication methods, I can propose practical solutions to specific user pain points with existing technology.

Comprehensive qualities: I actively participate in various social voluntary activities, with a strong sense of social responsibility and an open attitude to challenges. I have many experiences of cooperating with people of different backgrounds and professional directions, and I am able to maintain a good ability to resist pressure and self-regulate.