

Shuyue Li

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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: "Professional Curriculum System and Immersive Interaction Technologies of Arts Education Metaverse"

project of University of Science and Technology Beijing and University of North Carolina

05/2022-12/2022

- Focusing on the online art education (degree education/professional training) teaching service market at home and abroad, relying on the 'Science and Technology Art Cross-Application Innovation Center' and the previous science and technology innovation results and application demonstration projects, gradually build the art education meta-universe' professional teaching ecology.
- Responsible for the comprehensive testing and evaluation of the project's professional curriculum for intelligent arts education, optimization of the knowledge structure and application demonstration and promotion; 3D scene rendering, platform interaction design, web design.

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.

Li, G. *et al.* (2024) "An Immersive Teaching Method For Online Art Education For All-scenario Teaching Applications," in *The 3th International Conference on Online Teaching and Curriculum Studies*.

WORKING EXPERIENCES

Royal College of Art China Forum (RCF)	05/2022-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, publishing tweets, inviting guests, etc.	
Shanghai Immersion Opportunity Technology Development Co. X-META	11/2023-01/2024
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.	
CCMATE (Beijing) Education Consulting Co.	03/2023-Present
Position: Designer, Art Consultant	
Duties and Achievements: Responsible for visual design and art-based consulting for some projects. Researching the market and outputting innovative service design solutions.	

ACHIEVEMENTS

CHINA SCHOLARSHIP COUNCIL - Full Scholarship to study at Royal College of Art as a Mater Student - 06/2022
OUTSTANDING GRADUATE OF BEIHANG UNIVERSITY - 06/2022
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)
MERIT STUDENTS OF BEIHANG UNIVERSITY - for the 2020-2021 academic year - 10/2021
GOLD AWARD - ICVA Communication Exhibition for Asia-Pacific Visual Arts - (Asia Pacific Region) - 01/2024
FIRST PRIZE - 9 th National College Digital Art & Design Awards - VR Design - National Third Prize & Beijing First Prize- 08/2021
FIRST PRIZE - 9 th National College Digital Art & Design Awards - Visual Communication Design - Beijing First Prize - 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 - CAE 4th London Chinese Art Exchange Exhibition - (National level: China & UK) - 03/2024
SILVER AWARD - Singapore Art Design Competition - MG Animation - (China Region) - 09/2022
SILVER AWARD - 3 rd Taiwan Art Award - Animation - (Mainland China Region) - 09/2021
SECOND PRIZE - iCAN International Contest of Innovation - Intelligent Agriculture - (Beijing Region) - 10/2022
THIRD PRIZE - 10 th National College Digital Art & Design Awards - VR Interaction Design - Beijing Region) - 08/2022
THIRD 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 - CAE 4th London Chinese Art Exchange Exhibition - (National level: China & UK) - 03/2024
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
EXHIBITION - The painting 'White Horse, Black Horse' has been selected for the Nordic Centre for Contemporary Art's "Attention! City Horses Out", a group exhibition of artists - 05/2020

KEY SKILLS

LANGUAGE	Chinese (Native); English (CET4; CET6; TOEFL 92; Language Cert Expert C1 149/200 High Pass)
RESEARCH	Certificate of Outstanding Researcher in Dunhuang Intangible Cultural Heritage and Art (Greater China Youth Exchange Center; The Chinese University of Hong Kong Alumni Charity Foundation)
SOFTWARE	Adobe: PS, AI, ID, XD, AE, PR, Adobe Character Animator, 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; Parsons
CERTIFICATES	School of Design Certificate in Artificial Creativity; Meta's Certificate of What is the Metaverse.