

雒艺涵 Luo Yihan

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EDUCATION

University of Southern California (University of Southern California)-Interactive Media Studies Master 2022.08 - 2024.05

- GPA 3.94, participation in multiple interprofessional interactive media research and application projects, honorary graduate status graduate
- Mentor: Marientina Gotsis, Director, **USC Creative Media and Behavioral Health Lab**

ArtCenter College of Design (Art Center College of Design)-Interaction design Bachelor 2019.01 - 2022.04

- During the school into the dean's honor list (GPA > 3.8/4.0), long-term won the college scholarship, and honorary graduates graduated

Work and internship experience

Tencent Music Entertainment Inc-QQ music user experience designer 2024.09 - Present

- Responsible for QQ music AI music creation function interactive design, deep participation in AI song and AI singing function of the user process design, through user research and data analysis, found that users in the use of AI creation tools encountered pain points and difficulties.
- Leading the AI dialogue song process optimization, redesign the user guide and operation interface, simplify the creation steps, improve the user experience, so that the AI song plate revenue increased by 200 percent
- Planning Tencent music product design week, responsible for inviting guests to dock, negotiate business and other content.

Tencent Tianmei Studio-Interaction Design Intern QQ flying car project team 2023.05 - 2023.07

Main responsibilities and work results: experience/interface design: game interaction process and interface design responsible for QQ flying car events; According to the needs of operational activities, plan the whole process interaction scheme of multiple online activities; According to the requirements of product planning, design multiple interaction schemes and integrate and optimize the existing interaction process; Sorting out QQ flying car interaction design specifications

DORA-Interaction Design Intern 2022.05 - 2022.10

- **Experience/Interface Design:** leading company official website (<https://www.dora.run/>) interactive process and interface design to optimize the user experience and enhance the overall professionalism and attractiveness of the website.
- **User research and analysis:** deep involvement in early and mid-stage user research, covering near **200** industry users, through the analysis of research data, build accurate user portraits, to provide key insights for product design.
- **A/B testing and user experience optimization:** responsible for organization and design **A/ B** test programs, systematically collect user feedback, and continuously optimize design programs based on test results, significantly improving user experience and product satisfaction.

Tsinghua University Future Lab-Interaction Design and Research Intern 2021.05 - 2022.01

- **Project background:** assist Tsinghua University Future Lab, design interface prototypes, design, participate in experiments, and assist in writing academic papers
- **main responsibilities and work results:**
 - **experience/Interface Design:** participate in the research and design of the user interface of Tsinghua University's self-driving intelligent car management system to support the testing and supervision of 7 self-driving cars on Tsinghua University campus; To meet the needs of domestic consumers for online shopping, cooperate with Alibaba to participate in the construction of online virtual mall and design the interactive process, interface and dynamic effect.
 - **Experiment/Research:** design, organize and participate in in-depth research on the use of smart products for the elderly, observe and record the behavior patterns of the elderly using smart products, so as to design and optimize the smart phone interface for the elderly group in the later period according to the use needs of smart devices for the elderly group; Participate in the research of brain waves in sleep activities and cooperate to produce interactive works of art.
 - **Paper writing:** assist the researcher to write 3 papers, propose an effective design model of the integrated traffic management system, and participate in the writing of design ideas and methodology.

RESEARCH EXPERIENCE

World In A Cell VR educational game-UIUX VR Designer World Building Media Lab 2023.02 - 2024.05

- Leading the design of World In A Cell VR educational game VR interaction process and user interface, to enhance user fluency, ease of use and overall user experience.
- Work closely with USC bioscientists to develop innovative interactive cell biology learning tools, which will be officially introduced into the USC Biology Department curriculum in the fall semester of 2023.

NeonCity VR Games (USC Advanced Games Project)	Chief designer of UIUX	2022.09 - 2023.05
- This project is a high-level game project in South Canada. Players experience sandbox construction through VR games. By integrating simple architectural design concepts, players can learn community planning and construction methods through games. - Leading VR game UIUX design to improve players' immersive experience of game content; Lead 3 interactive design colleagues to design VR interface; The project has been launched on Steam platform. The game trailer: https://www.youtube.com/watch?v=VLthQ00BcaY&AB_channel=GameTrailers		

Curating experience

International Biennale of Robotics and Art Design	Curator & Designer /Yizhuang Government Support Project	2025.05 - 2025.09
- Fully responsible for the biennial curatorial positioning and theme direction, combined with robotics, future design and artistic practice to put forward the core curatorial concept. - Organize and plan the exhibition structure and content, select domestic and foreign artists, designers and scientific and technological team's works, covering installation, image, interactive media and future home design and other fields. - Build an international exchange platform, invite well-known designers/experts, and promote cross-field cooperation and cutting-edge ideas. - Coordinate the exhibition execution process, including venue planning, exhibition layout, exhibition line and audience experience design. - Plan publicity and promotion strategies, integrate media, social platforms and international design award channels, and enhance the exhibition's international visibility and public participation. - Guide the exhibition review process, set up an award mechanism, and promote young creators and industry development docking		
World In A Cell VR promotional exhibition	Curator & Designer	2024.03 - 2024.04
- Responsible for the exhibition content design and audience experience optimization, the complex cell science and immersive VR interaction, enhance science communication visualization and participation. - Manage the exhibition execution process, including venue coordination, VR display equipment deployment, audience guidance and live events.		
OMNI Art Expo Global Art University Exhibition	Curator & Sponsor /Shanghai Government Support Project	2021.03 - 2021.06
Project background: initiate and organize students from 11 American and British universities to hold an exhibition of students' works in various fields of art and design, and invite alumni in the industry to share and comment. Main responsibilities and work results: responsible for brand promotion, business plan writing, sponsorship and negotiation, etc. Organize contribution and selection, collect more than 500 works and select more than 100 participating works; Design the exhibition hall style and participate in the construction of the exhibition hall; Host the scene and hold a sharing meeting; Invite more than 50 alumni and 100 students present to exchange views; The average daily visit is 500. - The venue is held shanghai Xintai Warehouse built in the 1920 s, it was originally a textile warehouse. The project area is 6000 square meters and the volume is huge. It is now classified as a conservation building, a historical testament to the industrial boom of the past.		

Publication

IF: Inclusive Futures	Co-author	2021.01 - 2021.06
"Inclusive Future" focuses on the future design blueprint, using the future prediction and people-oriented design combined with new methods, to explore the 2030 global identity, shopping and personal identity may be fundamental changes		

HONORS & AWARDS

IF Design Award	2025
French Design Award	2025
Muse Design Award (Gold)	2024, 2025
The IDA Design Award	2025
Core77 Design Award	2023