

# Yu Wang

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## RESEARCH INTEREST

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My academic orientation is interdisciplinary, including digital media arts, interactive design, and the intersection of these disciplines in the teaching and learning process. I am interested in exploring speculative approaches in digital education, and multimedia narratives and artifacts that enable students to engage with speculative scenarios or wicked problems.

## EDUCATION BACKGROUND

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### University of Edinburgh

MSc Design and Digital Media with merit

Sept 2016 - Sept 2017

### Hubei Institute of Fine Arts

MA Product Design with distinction GPA:90/100

Award: Outstanding Master's Thesis: A research on Taoist Aesthetics in the Design of Black Glazed Tea Cups in Jian kiln

Sept 2012 - Sept 2016

### Jingdezhen Ceramic Institute

BA Design and Ceramic Art GPA:85/100

First-class scholarship (2009-2010)

Sept 2008 - June 2012

## RESEARCH

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### Educational research Activities and projects:

2018-Presnet

ATA Creativity Global

Thinking speculatively: A teaching method research and practise based on speculative thinking

2020-Presnet

Began in early 2020, this independent, consecutive study is based on the teaching practice of speculative design through one-on-one tutorials and workshops. With over 60 undergraduate students having completed the course so far

Explored the value of speculative thinking and methods in teaching and learning

2019-2020

Designed an interdisciplinary applied course module with speculative methods at its core

Teaching practice project: Design for Future Education :

Designed course modules

led students prototyped:Immersive interactive practices for non-native English speakers' language learning, A VR game helping students to understand the Taoist

2018-Presnet

Philosophy,A speculative design about future education based on virtual reality

Designed and developed lecture modle including:

Multi-media Interactive Installations, Immersive narrative methods, Design Fiction, Collage, User Experience Research,System design

Collaborated with the Research Team to acquire Business & Technology Education Council qualifications for the company

### Design research:

2012 - 2013

Research Centre of Contemporary Public Visual Arts, Hubei Institute of Fine Arts

Core Research Base of Humanities and Social Sciences among Post-Secondary Institutions in Hubei Province

Design Research of Souvenirs for Ecotourism in Hubei Province

Conducted a complete field study and secondary research on the ecotourism industry in western Hubei Province

Carried out the modificatioin design of souvenirs to incorporate local ethnic craftsmanship and the use of local ecological raw materials to reduce costs and increase sustainability.

Research on Stage Arts Based on Virtual Reality

Researched the immersive narrative method

Designed the prototype of vr interactive skit

Research on Application Design of Communication Technology in Termainals of Network of Vehicles in Urban Traffic

Collaborate with the team to investigate issues related to user experience of Wuhan urban rapid transit system

Participated in the design of the interactive information display interface of the bus station

Participated in the design of public installations

## WORKING EXPERIENCE

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### ATA Creativity Global (Beijing, China)

2018-Presnet

#### Senior teacher

2018-Present

The Department of digital media art and visual communicaiton

Taught art students for over 4,000 hours, either by one-to-one tutorials or in small-class lectures; Coached more than 300 graduate level students in their portfolio creation progress;

Example destinations for students' admission: Royal College of Art, Centre for Digital Media, Rhode Island School of Design, etc.

#### Teaching manager

2020-2022

The Department of digital media art and visual communicaiton

Led a 20-member teaching team that worked at 19 branches all over China, and resulted in a 30% increase in subject revenue;  
Co-recruited new teachers, trained new staff, and examined the colleagues' teaching performances;  
Proposed the schemes for improving clients' experience;  
Led the team to develop and design the promotion leaflets, including updates of academic contents, to promote information for the sales team;  
Proposed and improved the after-sales service to maintain reputation among students;  
Managed workshop-sized lectures during summer vacations at Beijing's major art galleries along with the company's marketing colleagues;  
Led the teaching team to optimise the new media operation project by cooperating with the marketing colleagues, the processes of which included:  
received interviews for promotional articles;  
attended live streaming and online activities;  
increased the retention rate and conversion rate of the potential customers.

### **Sales Experience**

Assisted the sales department to conduct one-to-one consultations concerning the institution curriculum;  
The total worth of the contracts signed by students accumulated to over 10 million yuan;  
The personal KPI of the sales in the single year of 2021-22 reached 5.13 million yuan CNY with the year.

### **Education for China (UK)**

**Apr,2018 - May,2020**

#### **Long-Term Partnership**

Remote collaboration

Organised regular, in-campus activities at Yanshan University, Hebei Province, China  
Promoted the services of this company and its collaborators via mainland China's social media  
Conceptualized and spearheaded a new WeChat official account for Education for China (EFC); Authored weekly articles and designed the layout  
Built and maintained WeChat official account for Dublin International for China (DIFC); wrote and edited weekly articles

## **ENTREPRENEUR EXPERIENCE**

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### **Freelancer**

**July. 2019- Presnet**

Coached students to integrate a perfect portfolio for job hunting or further study;  
Designed Project "Reused and Redesign" for students and young designers May 2021;  
Initiated the project and led two teams of students to research at the workshop that designs product using recycled materials, the objects of which included: furniture to be donated to locals in need, and stray animal shelters to be placed on lawns.

### **Creative Futures Media art studio (Beijing, China)**

**April. 2022- Presnet**

Set up a studio to attempt to design some experimental courses, which are based on short workshops; the teaching objective is to enable students to better apply their theoretical knowledge in practice.

## **SKILLS**

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#### **Technical skills:**

GRAPHIC DESIGN: Adobe Photoshop illustrator InDesign XD Procreate  
MOTION DEISNG:Premiere Aftereffects Audition  
MODELING: Maya C4D  
INTERACITVE DESIGN: Unity, Processing, Arduino, TouchDesigner

#### **Data analysis skills :**

Excel, Mysql, Tableau, Python

#### **Languages:**

Native Chinese, Fluent English

## **CERTIFICATIONS**

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### **Project Management Professional (PMP) Certificate**

Acquired July 2021

### **BTEC qualified teacher Certificate**

Acquired July 2018