

Yimin Zhou

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= Education =

Renmin University of China (RUC)

09/2022-06/2026

- Bachelor of Fine Arts in Visual Communication Design
- GPA: 3.8/4.0
- RUC Scholarship and International Exchange Program Scholarship

Winter Course “Experience Machine”

01-03/2025

- Studied the concepts and methodologies of spatial narration with Associate Professor Debbie Anzalone from University Arts London.
- Created the project “Emotional Connection Sofa”.

The University of Edinburgh

01-05/2024

- Spring exchange program focusing on Art History.

= Internships =

Alibaba Group | Experience Designer

08-10/2025

- Systematically learned the core principles, thinking approaches, and implementation standards of commercialized design.

Unity Technologies | Technical Artist

08-09/2025

- Responsible for the architectural modeling for the automotive promotional videos.

= Research Experiences =

HCI Research Project | Researcher

07-10/2025

- Mastered the workflow of thesis development under the guidance of a senior PhD student from Carnegie Mellon University.
- Completed the thesis focusing on the dynamic badge system as a gamification-based behavioral intervention tool, exploring how visual feedback mechanisms can transform abstract task progress into an intuitive narrative, thereby effectively reducing users' procrastination behaviors.
- Employed researching methods including experimentation, behavioral data analysis, comparative analysis and questionnaire surveys with user grouping.

“Belief and Nature” Research Project | Researcher

04-06/2025

- Conducted in-depth reflection on the core theme of "Belief and Nature" to develop a conceptual foundation for subsequent creation.

Hunan University Intelligent Design and Interaction Lab | Research Assistant

08-09/2024

- Conducted research on emergency evasion strategies independently for intelligent vehicles, leveraging information from academic journals and online sources.

= Design Activities =

Smart Home App UI Design

03-04/2025

- Learned Nielsen's Ten Usability Heuristics.
- Conducted research on the products at offline specialty stores.
- Iterated the design continuously based on peer feedback.

3D Modelling “Still Life”

02/2024

- Crafted a 3D modeling work by incorporating the imagery of traditional Chinese landscapes and inspirations from classical Chinese home spaces.
- Independently completed the entire process of the work, from initial concept and sketching to 3D modeling.
- The work won the Bronze Award in both FA International Frontier Innovation Design Competition and G-CROSS Award.

Book Cover Design

06-08/2023

- Independently designed the cover for the book *Understanding Music*, which was published by China Children's Press.

= Competitions&Honors =

The Bronze Award, Singapore Art Design Competition

09/2024

Finalist Award, the 10th Academic Award National Art and Design Competition

08/2024

Bronze Award, the FA International Frontier Innovation Design Competition

06/2024

Bronze Award, ja Sino-Finnish International Cultural and Art Exchange Biennale

06/2024

The Bronze Award, G-CROSS Award

04/2024

= Software&Tools =

Photoshop, Illustrator, InDesign, After Effects, Figma, Blender, Unity, Nomad, Arduino, Python
(certified by Educative)

= Hobbies =

Watching movies, Reading, Learning about birds