

# Ines Ziyou Yin

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## EDUCATION

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- The Hong Kong Polytechnic University** Hong Kong SAR, China  
*PhD (Social Design)* Jan. 2023 – Jan. 2027
- University of the Arts London** London, the UK  
*MA User Experience Design* Oct. 2020 – Feb. 2022
- **Distinction**
- BNU-HKBU United International College** Zhuhai, China  
*Bachelor of Communication (Honour) in Media, Arts and Design* Sept. 2016 – Jun. 2020
- **First Class Honours**, GPA 3.79/4.00, ranked 1<sup>st</sup> among the whole cohort
  - **Scholarships:**
    - ♦ HKBU *Scholastic Awards for Class of 2020* for excellent academic performance in the bachelor's period
    - ♦ *National Scholarship* awarded for outstanding performance in the 2017-2018 academic year
    - ♦ Three times winner of the University *First Class Awards* for academic excellence between 2017 and 2020

## PUBLICATIONS

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- Agcal, B., Lc, R., & Yin, Z. (2023). Land Enough. *Proceedings of the SIGGRAPH Asia 2022 Art Gallery*, 1. <https://doi.org/10.1145/3550470.3558453>
- Yin, I. Z. (2022). CBreath: Co-Design a Collaborative Breathing Experience to Create Interpersonal Connectedness. *Sociology Mind*, 12(4), Article 4. <https://doi.org/10.4236/sm.2022.124012>

## WORK EXPERIENCES & INTERNSHIPS

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- BNU-HKBU United International College (Zhuhai, China)** July. 2022 - Dec. 2022
- Assistant Instructor I (FT), *Cinema and Television, Department of Film, Television and New Media*
  - **Courses Assisted:** COMM1023 Fundamental of Communication; CTV2023 Scriptwriting; CTV2033 Communication Research Methods; CTV2083 Fundamentals of Acting; CTV4053 Digital Animation; TAP1003 Classic Dramatic Literature
- This Ain't Rock'n'Roll Ltd (London, UK)** Apr. 2021 - Jun. 2021
- Collaborative UX Designer and Researcher
  - **Project:** Materializing the blockchain technology into experiences
- Victoria and Albert Museum (London, UK)** Feb. 2021 - Mar. 2021
- Collaborative UX Designer and Researcher, *Digital Design Team*
  - **Project:** Sensory, embodied experience design of the V&A's online collections
- China Merchants Real Estate Co. Ltd Sea World Culture and Arts Centre (Shenzhen, China)** Jun. 2020 - Sept. 2020
- Intern (Curation Assistant), *Department of Exhibition and Learning*
  - **Projects:**
    - ♦ *Design Thinking* course design and textbook revision;
    - ♦ Magic Nature - Reimagining the Brothers Grimm - Interactive Art Exhibition;
    - ♦ Fashion From the Nature (short-term exhibition, part of V&A museum's exhibition tour)
- Dongguan Broadcasting and Television Station (Dongguan, China)** Jan. 2019 - Feb. 2019
- Intern (Graphic Media & Content Designer, PR), *Advertising Centre*
  - **Projects:**
    - ♦ Jia Xiang Wei Dao (*The Flavor of My Hometown's Cuisines*);
    - ♦ Wen Nuan Zhou Dao (*The Warm Laba Festival*)
- BNU-HKBU United International College (Zhuhai, China)** Mar. 2018 - Sept. 2018
- Research Assistant (assisting Dr. Yuan Yuan)
  - **Project:** Teaching Method Design for Media Art and Design Courses in the Context of Digital Education - From the Perspective of School-enterprise Collaboration (translated)

## ACADEMIC RESEARCH PROJECTS

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**Co-Designing with Families: A Systematic Review on the Empirical Participatory Design Research of Technology for Family Connectedness** July 2023 – Mar. 2024

*Lead Researcher*

- Systematically reviewed empirical studies of technology design for mediating family connectedness
- Research article submitted for review

**Research on creative coping in HCI for COVID-19 isolation stress** Apr. 2022 – Aug. 2022

*Contributor*

- Explored creative coping strategies for dealing with stress in forced isolation during COVID-19

**Land Enough: Participatory play to speculate and co-create for possible climate futures** Apr. 2022 – Dec. 2023

*Contributor*

- Explored how participatory play can help facilitate cognitive and behavioral changes towards climate issues
- Conference paper accepted by *SIGGRAPH ASIA 2022*
- Research article submitted for review

**CBreath: Experience-oriented design of technology for creating connectedness** Jun. 2021 – Nov. 2021

*Lead Researcher*

- Explored the feasibility of co-design as key method for experience-oriented design of technology
- Generated an experience-oriented technological artifact for creating connectedness between jam musicians
- Research article accepted by *Sociology Mind*

**Materializing the blockchain technology into experiences** Apr. 2021 – Jun. 2021

*Contributor*

- Explored co-creation and speed-dating as important methods in UX research and design
- Examined the importance of materialization in the digital age by externalizing the blockchain mechanism into a digital/physical hybrid experience for mutual aids and collaborations among the local talented

**Sensory, embodied experience design of the V&A's online collections** Feb. 2021 - Mar. 2021

*Contributor*

- Investigated the importance of different artifacts in the online design collaborations
- Devised an embodied, multi-sensory experience of the online collections for V&A Museum's visitors

**Research on teaching method design for MAD courses in the context of digital education** Mar. 2018 - Sept. 2018

*Research Assistant*

- Explored games as mediator for digital education by conducting qualitative and quantitative surveys

## UX DESIGN PROJECTS

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[CBreath: Experience-oriented design of technology for creating connectedness](#) Jun 2021 – Nov. 2021

[MashUp: Materializing the blockchain technology into experiences](#) Apr. 2021 – Jun. 2021

[Silk Road - Asia: Sensory, embodied experience design of the V&A's online collections](#) Feb. 2021 – Mar. 2021

[Rewinding: Online, text-based game about school bullying](#) Sept. 2019 – Dec. 2019

[Miaow: Interaction design for interacting with a "cat"](#) Sept. 2018 – Dec. 2018

## SKILLS

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**Language Proficiency:** Chinese - Mandarin, Cantonese, Hakka (native); English (IELTS 7.0); Korean, French (basic)

**Professional Software:** Adobe PS, AI, XD (skillful); Adobe PR, AU (skillful); Figma, Miro, Notion (skillful); Microsoft Office (skillful); SPSS, NVivo (basic)

**Coding:** HTML/CSS (basic); JavaScript (basic)