

Yuchen ZHAO



Digital Media | Human Computer Interaction
AR/VR/XR | Persuasion | Digital Humanity

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EDUCATION

Georgia Tech | Atlanta, GA Aug. 2019 - Now
Advisors | Dr. Jay Bolter, Dr. Janet Murray GPA | 3.93/4.0
Ph.D. | Digital Media | VR/AR

PRIMARY COURSEWORK | Principle of Interaction Design • Media Theory • Cognitive Science

Duke University | Durham, NC Aug. 2016 - May. 2018
Advisor | Dr. Maurizio Forte GPA | 3.88/4.0
M.A. | Computational Media | Information Science + Study Certification

PRIMARY COURSEWORK | Virtual Museums • Unity 3D Programming • Virtual Reality Research

Tongji University | Shanghai, China Aug. 2011 - Mar. 2014
Advisor | Dr. Li WANG GPA | 84.96 (top 2)
M.A. | Art Theory | New Media Art

PRIMARY COURSEWORK | Research Method for Art and Design • New Media Art Creation • Visual Effect Production • Visual Communication Theory and Communication

Minzu University of China | Beijing, China Aug. 2007 - May. 2011
B.A. | Journalism GPA | 3.22/4

PRIMARY COURSEWORK | Introduction of Internet Communication • Webpage Design • Research on New Media • Journalism and Mass Medium

Tübingen University | Germany Aug. 2007 - May. 2011
Exchange | Culture Study GPA | N/A

PUBLICATIONS

Conference Papers

[C3] **Zhao, Yuchen.**, Gasque, T. M., Winstead, R. J., Tang, K., Busch, D. J., Dominguez-Mirazo, M., & Murray, J. (2021, October). Shopping in a Pandemic: A Persuasive Game for COVID-19. In *Extended Abstracts of the 2021 Annual Symposium on Computer-Human Interaction in Play* (pp. 371-375).

[C2] **Zhao, Yuchen.**, Daniel P. Keehn, Amanda Y. Wang, Jason Jiang, and Janet Murray. "The Pickrick Protests: An Interactive Geo AR Experience." In *2021 IEEE Conference on Virtual Reality and 3D User Interfaces Abstracts and Workshops (VRW)*, IEEE, 2021.

[C1] **Zhao, Yuchen.**, Forte, M., & Kopper, R. (2018, March). VR touch museum. In *2018 IEEE Conference on Virtual Reality and 3D User Interfaces (VR)* (pp. 741-742). IEEE.

Journal Articles

[J5] **Zhao, Yuchen**, Brandy J. Pettijohn, Amanda Y. Wang, Daniel P. Keehn, Angela Dai, Joy Dang, Janet H. Murray (2022). "Exploring Location-based AR Narrative Design for Historic Site," *PRESENCE: Virtual and Augmented Reality 2022* [Under Review]

[J4] **Zhao, Yuchen**, (2014). "Awaken the Sense of Smell: From the Role of Smell in Rituals to the Application of Olfactory Mechanism in Artistic Creation," *Art and the Age*, No.560, pp22-26. ISSN 1003-2592

[J3] **Zhao, Yuchen**, (2013). "The Disenchantment of Art," *Art Education Academe*, No.58, pp.70-71, ISSN 1674-9286

[J2] **Zhao, Yuchen**, (2013). "The Disappearance and Reappearance in the Aura of Art: Exploring contemporary art from the angle of the ceremony," *Art and the Age*, No.522, pp.31-36, ISSN 1003-2592

[J1] **Zhao, Yuchen**, (2013). "Visual Persuasion - Based on the 2008 Beijing Olympic Games trail," *Tongji Academe*, No.15, pp.417-423. ISBN 978-7-5608-4803-7

TALKS/PRESENTATIONS

Yuchen Zhao (2021). "How to design history into New Media – The Pickrick AR Project" invited talk at 2021 George Washington English Graduate Student Association (EGSA) Symposium, online.

Yuchen Zhao (2021). "The Pickrick Protests: An Interactive Geo AR Experience" paper presented at IEEE VR 2021, online.

Yuchen Zhao, Janet Murray (2020). "The Interactive Narrative Design in Pickrick AR Project" invited talk at 2020 Interactive Narrative Design for Complexity Representations (INDCOR), online.

Yuchen Zhao, (2018). "VR Touch Museum" poster presented at IEEE VR 2018, Germany.

Yuchen Zhao, (2018). "The Disenchantment and Nature Recovery of Art: Exploration on Contemporary and Modern Art from the Angle of Ritual" invited talk presented at Reformatting the World: An Interdisciplinary Conference on Technology and the Humanities Conference, York University, Canada.

Yuchen Zhao, (2017). "The five senses in religious ritual and its significance to new media art" invited talk presented at Post-human Network Symposium, Arizona State University, USA.

Yuchen Zhao, (2016). "The five senses in religious ritual and its significant to new media art" invited talk presented at The Tank Workshop hosted by Tongji University and Bern University, China.

EXHIBITIONS

Ryan J Winstead, Yuchen Zhao, Terra Mae Gasque, Andrew J Busch, (2020) "Dino-Store" exhibited at Indiecade Game Jam, online.

Ellen Sebring, (2019) "March 1900" exhibited at Association for Asian Studies (AAS) annual conference in 2019, Colorado, USA.

Raqual Prada, (2019) "Cornered" exhibited at NeMaf: Seoul International New Media Festival, Seoul, Korea. (And more)

RESEARCH EXPERIENCE

Project Lead | Atlanta, GA Oct. 2022 - Now

Personal Health Informatics class at GT | Dr. Jennifer Kim

PROJECT NAME | "Grow with me – Raising an AR pet with user’s health data"

PROJECT AREAS | Interactive AR Experience • Personal Health Informatics • Persuasion technology

Project Manager | Atlanta, GA May 2021 - Aug. 2022

DILAC (Digital Integrative Literal Arts Center) lab at GT | Dr. Janet Murray

PROJECT NAME | "The Pickrick Protest"

PROJECT AREAS | Geo AR Experience • Digital Cultural Heritage • Civil Rights

Project Assistant | Atlanta, GA May 2020 - Aug. 2020

DILAC (Digital Integrative Literal Arts Center) lab at GT | Dr. Janet Murray

PROJECT NAME | "Dino-Store"

PROJECT AREAS | COVID-19-related Game • Persuasive Game • Discomfort Design

Project Assistant | Durham, NC Feb. 2018 - July 2018

Dept. of Art, Art History & Visual Studies at Duke | Dr. Ellen Sebring

PROJECT NAME | "March on Beijing"

PROJECT AREAS | Digital Humanity • History Visualization • VR Oculus Project

Project Assistant | Durham, NC Sep. 2017 – Jan. 2018

Dept. of Medicine at Duke | Dr. Jennifer Moss

PROJECT NAME | "Residency Game"

PROJECT AREAS | Design a game to train doctor on residency • Motion capture and face capture with Kinect and Unity • VR Hololens Project

Project Assistant | Durham, NC Feb. 2017 – May 2017

Dept. of Art, Art History & Visual Studies at Duke | Dr. Gennifer Weisenfeld

PROJECT NAME | "Imaging Kando"

PROJECT AREAS | Data Visualization • Arc GIS and Omega and Neatline • Interaction Design

Project Assistant | Durham, NC Jan. 2017 – May 2017

Dept. of Art, Art History & Visual Studies at Duke | Dr. Raquel Salvatella De Prada

PROJECT NAME | "Cornered"

PROJECT AREAS | Mapping Projection in a dome • Maya and Isadora • Video Art Installation

TEACHING EXPERIENCE

Introduction to Computational Media (Co-taught) Fall 2019-2022

Georgia Tech | Computational Media | LMC 2700

COURSE DESCRIPTION | Students in this course learn the fundamentals of computer media. This is a required course for all undergraduates majoring in Computational Media. Students are given four primary assignments to learn HTML, CSS, and JS, as well as 3D design using A-Frame, API by creating a Twitter bot, and interactive design by creating a game. My role is to teach students how to code and assist them with their assignments.

Mixed Reality Design (TA)Spring 2020,2021

Georgia Tech | Computational Media | LMC 4733 / 6340

COURSE DESCRIPTION | This project-based course gives students an opportunity to participate in research in XR (VR and AR combined) for experience design. Students in the course will read and discuss the historical background and technical framework for the immersive book as a space for the representation and communication of ideas. The bulk of the course will be devoted to team projects in building prototypes of the immersive book. The technological focus will be the design possibilities afforded by Immersive Web (WebXR) technologies, including Hubs and A-frame (developed by Mozilla). My job is to teach the technology part (A-frame and Hubs), grade assignment and assist students with their questions.

INDUSTRY EXPERIENCE

Xyken - A Mobile 3D Imaging Company | McLean, VA Aug. 2018 - Apr. 2019
Multimedia Designer

RESPONSIBILITIES | UI / UX • Graphic Design • Interface Design • Web Design

China Business Network | Shanghai, China Sep. 2013 - Jan. 2014
第一财经 | Communication Intern

RESPONSIBILITIES | Conference Organization • Advertisement • Project Management • Report

CCTV.NET | Beijing, China Mar. 2009 - June 2009
央视网 | Web Editor Intern

RESPONSIBILITIES | Web Editing • Content Creation

AWARDS | HONORS

PhD Graduate Assistantship Sep. 2019 - Now
Georgia Tech

Summer Research Grants July 2017
Duke University

National Scholarship Nov. 2013
China's Ministry of Education

Academic Scholarship 2011-2013
Tongji University

The Second Academic Scholarship July 2011
Minzu University of China

Excellent BA Thesis July 2011
Minzu University of China