

SIYING XU

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RESEARCH INTERESTS

Learning Experience Design | Child-Computer Interaction | Inclusive Interaction | AI-Enhanced UX

EDUCATION

The Glasgow School of Art (GSA), UK Sept 2025 – Nov 2026

- Master of Design (MDes) in Design Innovation and Interaction Design
- **Focus:** AI-Enhanced UX, Physical-Digital and Embodied Interactions, Interaction Design, Experience Design.
- **Relevant Coursework & Research Training:** Participatory Design; Design Ethnography; Research Ethics and Positionality; Interaction Design; Physical-Digital Prototyping; Generative AI for Design Innovation.

China Academy of Art (中国美术学院), China Sept 2019 – Jun 2023

- Bachelor of Arts in Product Design
- **GPA:** 86/100 (Rank: 5/98)
- **Awards:** First-Class Scholarship (2019, 2020, Top 5%), Outstanding Graduate (Top 5%).
- **Focus:** User Research, Product Definition and Strategy, Industrial Manufacturing, Product-Service Systems.

CORE RESEARCH & PROJECTS

Generative AI and Creative Practice (Proposed Master's Dissertation) Jun 2026 – Aug 2026

- Investigating how generative AI can act as a design material for transforming text-heavy digital systems into visual, accessible, and context-sensitive interaction structures.
- Exploring AI-enhanced UX interventions for users who face cognitive, linguistic, or cultural barriers in navigating institutional websites and public service interfaces.
- Planning a practice-based research process involving contextual inquiry, interface analysis, prototyping, and stakeholder feedback to examine how AI can support inclusive digital understanding.

Bright Bridge, Inclusive Child-Computer Interaction May 2024 – July 2024

- Designed an outdoor interactive play space using RFID, tactile interfaces, and auditory feedback to support social interaction between visually impaired and sighted children.
- Proposed a multi-sensory interaction framework to reduce cognitive and sensory barriers and promote more equitable play experiences.

EXPERIENCE

Vivo Mobile Communications Co., Ltd, Assistant CMF Designer (Full-time) Jul 2023 – Oct 2023

- **User Research:** Designed and executed multi-sited field studies utilizing semi-structured interviews and behavioral observation to capture evolving aesthetic preferences across diverse demographic segments.
- **Material Semantics:** Investigated the connection between material finishes (tactility, gloss, texture) and users' emotional responses. Bridged conceptual aesthetic intent with mass-manufacturing constraints through cross-disciplinary feasibility studies.

Vivo Mobile Communications Co., Ltd, Assistant CMF Designer (Intern) Jul 2022 – Sep 2022

- **Material Evaluation and HCI Testing:** Conducted material and tactile testing to evaluate and optimize the physical sensory experience and ergonomics of mobile device enclosures.

Meizu Technology Co., Ltd, Product Designer (Intern) Mar 2022 – Jun 2022

- **Design Implementation:** Completed the ID and CMF creative design for three types of technological products.

TECHNICAL SKILLS & METHODOLOGIES

Research Methodologies: Design Ethnography, Thematic Analysis, Reflexivity & Positionality, Participatory Design, Engaging Through Making, In-depth Interviews, Affinity Diagramming, Usability Testing.

Design and Prototyping: Rhino, KeyShot, Adobe Creative Suite (Ps, Ai, Pr), Figma (UI/UX), Codex.

Languages: Chinese (Mandarin): Native. English: Conversational. Chinese (Cantonese): Conversational.