

# Wang Xiaofeng



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Faculty : Humanities and Arts  
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## ***Teaching and Research Areas :***

Graphic Design Theory and Practice / Cross-Cultural Design / Design History

## ***Academic Qualifications***

2017 – 2020 Ph.D. / Graphic Design / Tama Art University in Tokyo  
2007 – 2009 Master / Visual Communication / Oslo National Academy of the Arts  
2003 – 2007 Bachelor / Visual Communication / Central Academy of Fine Arts in Beijing

## ***Work Experiences***

2020 – Present Assistant Professor / Faculty of Humanities and Arts / Macau University of Science and Technology  
2009 – 2020 Lecturer / School of Visual Communication / Luxun Academy of Fine Arts  
2016 – 2017 Visiting Scholar / Department of Media / Josai International University in Tokyo  
2012 – 2013 Guest Lecturer / Master of Design / Oslo National Academy of the Arts  
2008 – 2009 Designer / Graphic Design / Oldani Communication Design AS in Oslo  
2006 – 2007 Visiting Scholar / Department of Graphic Design / Aalto University in Helsinki

## ***Solo Exhibitions***

Archiving Katsumie Masaru, Art-Tech Exhibition Hall, Tokyo, 2020  
Typography Learning: Graphic Design of Wang Xiaofeng, International Design Exchange Centre, Shanghai, 2014  
The Art-Finding Art: Chinese Visiting Artists Exhibition (Double Solo), Søyte gallery, Oslo, 2012  
22gether: Design from West and East Exhibition (Double Solo), Nb8 gallery, Oslo, 2008

## ***Group Exhibitions***

Macau Design Award 2023 Exhibition-Tokyo, Mitsumura Graphic Gallery, Tokyo, 2024  
D&AD Greater China Award Winners Selection Exhibition, Ooeli, Hangzhou, 2024  
Global Design Exhibition of Chinese Dragon Images, Girona, Perm, Ballarat, 2024  
Macau Design Award Winners Exhibition, Grand Lisboa Palace, Macau, 2024  
Long Art Exhibition, Shanghai Library, Shanghai, 2024  
Hehu International Poster Festival (30 Famous Designers Invitational Exhibition), Hehu Hakka Village, Shenzhen, 2023

China National Arts Fund “China’s Lotus” Art Exhibition, Macau, Guangzhou, Beijing, 2023  
GAFA 70th Anniversary Poster Invitation Exhibition, GAFA, Guangzhou, 2023  
SGDA Member Award Exhibition, One Bay Art Center, Shenzhen, 2023  
GDC Award 30 Years Themed Poster Invitational Exhibition, One Bay Art Center, Shenzhen, 2023  
GDC Award 30 Years Award Winners Selection Exhibition, One Bay Art Center, Shenzhen, 2023  
BICM International Poster Biennial in Mexico, Franz Mayer Museum, Mexico City, 2022  
Golden Bee Moscow Global Biennale of Graphic Design, Poster Museum, Moscow, 2022  
Ecuador Poster Bienal, Metropolitan Cultural Center, Quito, 2022  
Good Design Exhibition, Midtown Design Hub, Tokyo, 2022  
Harmonious Co-Existence International Poster Invitational Exhibition, Nantong Art Museum, Nantong, 2022  
Poster for Fellini International Invitational Design Project, Ljubljana, 2020  
Third Ukrainian Competition–Exhibition of Applied and Decorative Art, Lozova, 2020  
China National Arts Fund “Craftsmen of the Great Nation” Art Exhibition, Hongmei Park, Shenyang, 2020  
Tamabi Hakase, Kosugi Gallery, Kawasaki, 2019  
Challenge Art in Japan, Korean Cultural Center, Tokyo, 2017  
National Memorial Day Poster Exhibition, Meiyuan Museum, Nanjing, 2014  
Asia Graphic Design Triennial, Gyeongbuk Design Center, Daegu, 2012  
World Earth Day Poster Exhibition, LAFA Art Museum, Shenyang, 2011  
Finland Independent '90, UIAH gallery, Helsinki, 2006

### ***Awards***

The Lead of Macau Design, Macau Design Award, 2023  
Nomination Award, Macau Design Award, 2023  
Asia-Pacific Design, 2023  
GDC Excellent Mentor, GDC Award, 2023  
Good Design Award (G-Mark), 2022  
BICM International Poster Biennial in Mexico, 2022  
Golden Bee Moscow Global Biennale of Graphic Design, 2022  
Ecuador Poster Bienal, 2022  
Asia-Pacific Design, 2022  
The Lead of Macau Design, Macau Design Award, 2021  
Nomination Award, Macau Design Award, 2021  
Gold Award, GDC Award, 2021  
Jury Award, GDC Award, 2021  
Shortlisted Awards, China National Parks Logo Design Solicitation Activity, 2021  
3<sup>rd</sup> Prize, the Outcomes of Philosophy and Social Science of Liaoning Province, 2021  
Grand Prix, Third Ukrainian Competition–Exhibition of Applied and Decorative Art, 2020  
Nomination, National Memorial Day Poster Exhibition, 2014  
U-Guan Award, U-Guan China Original Packaging Design Award, 2012  
Finalist Award, Emblem Competition, 12th National Games of China, 2011  
Excellent Award, China Star Design Art Award, 2011

## ***Books***

Wang Xiaofeng, China's Lotus: Macao's Return to the Motherland Thematic Art Exhibition, Macau University of Science and Technology, 2024

Zong Cheng, Wang Xiaofeng, New Power – Poster Design, Southwest China Normal University Press, 2018, 2nd Edition in 2019

Xun Chi, Wang Xiaofeng (Chapters), Teaching and Learning of Design in American and Chinese Academia, Huazhong University of Science & Technology Press, 2018

Xiao Yong, Wang Xiaofeng, Poster Design, Anhui Fine Art Press, 2017

Wang Xiaofeng, Chinese & Latin Typography (Bilingual: Chinese & English), Dalian University of Technology Press, 2013

## ***Articles***

Lingqi Kong, Xiaofeng Wang (2021) 'The Transcultural Lens: Developing a Design and Evaluation Model of Environmental Safety Signs from the Perspective of Cultural Ergonomics', Journal of Zhuangshi (CSSCI).

Yang Xinxin, Wang Xiaofeng, Shiota Chiharu, Beijing Youth Daily, November 2019

Yang Xinxin, Wang Xiaofeng, Julian Opie, Beijing Youth Daily, August 2019

Yang Xinxin, Wang Xiaofeng, Klimt, Beijing Youth Daily, May 2019

Wang Xiaofeng, Yang Xinxin, Munch, Beijing Youth Daily, January 2019

Wang Xiaofeng, Yang Xinxin, Design Ah, Beijing Youth Daily, October 2018

Wang Xiaofeng, Yang Xinxin, Kengo Kuma's Goods, Beijing Youth Daily, May 2018

Wang Xiaofeng, Chinese Script typeface, China Industrial Design Association Paper, 2014

Wang Xiaofeng, The Evaluation of Design Thinking in Computer Design, Little Literature, June 2012

Wang Xiaofeng, Design is a Gift, Package Design, May 2011

Wang Xiaofeng, Make the Ideas, Package Design, May 2010

Wang Xiaofeng, Design Journey in South Asia, Package Design, May 2010

## ***Research Grants/Programs***

2024-, Group Member, China National Arts Fund, Sino-Portuguese Cultural Fusion in Macau: Cultivating Innovative Craftsmanship Talents

2022–2024, PI, China National Arts Fund, China's Lotus: Macao's Return to the Motherland Thematic Art Exhibition

2022–2024, PI, Cultural Development Fund of the Macao Special Administrative Region Government, China's Lotus: Macao's Return to the Motherland Thematic Art Exhibition

2021–2023, PI, The Faculty Research Grant (FRG) of Macau University of Science and Technology, Research on the Chinese & Latin Typography in Macau.

## ***Academic and Professional Membership***

SGDA member (Shenzhen Graphic Design Association)

Curator, Ecuador Poster Bienal (Macao Station)

Curator, Takeo Best Poster Collection (No.11, No.12, No.13)

Art Advisor, The Contour of Light, A Re-Encounter with Leonardo da Vinci, Art Macao  
IASDR Paper Reviewer (International Association of Societies of Design Research Conference)  
Jury member, Hehu International Poster Festival  
Jury member, Milan Design Week China Design Exhibition  
Jury member, DiD Award  
Jury member, Iluminar Macau, Light Up Macau  
Jury member, Macau Brand Story  
Jury member, Light of MUST: Social Poster Competition, Art Macao  
International Jury member, Platinum Originality  
National Jury member, EMEI Design Competition

### ***Design Projects***

Book Cover, GDC Award 23 Portfolio  
Poster, Wuhan Biennial 2022  
Digital Archive, Katsumie Masaru Collection, AAC, TAU  
Logo, Macao International Design Alliance  
Logo, Strategic Alliance for Technological Innovation of Pneumatic Conveying Industry  
Visual Identity, MIDDLESPACE  
Visual Identity, TOMAS BAGACKAS  
Visual Identity, WWAT  
Visual Identity, Gérard Rondeau | Pan Shiyi Photography Exhibition  
Identity, YELLOWKORNER West Bund  
Identity, Beijing Olympic Tower, BOCGO