Zhao SiYuan

Title:	Lecturer
School/Department：	Faculty of Film, School of Humanities and Arts
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Research Areas:

·Application of Artificial Intelligence in Digital Media and Esports

·Esports Industry and Talent Development

·Stage Art Design and Presentation in Esports

Biography:

Zhao Siyuan boasts a multidisciplinary background and engages in interdisciplinary research, with expertise in design, digital media arts, and esports. He previously served as a strategic business consultant at Hero Entertainment, Asia's largest esports company, focusing on esports talent development. He has assisted the Labour Affairs Bureau of the Macao Special Administrative Region in training approximately 120 esports professionals through the "Macao Youth Esports Special Internship Program." With extensive experience in esports and digital media projects, he has held roles such as Visual Coordinator for the 2024 CCTV Online Spring Festival Gala and Guest Coordinator for the 2025 Online Spring Festival Gala.From 2022 to June 2024, he served as a lecturer in "Introduction to Esports" at the School of Animation and Digital Arts, Communication University of China, and was appointed as an industry mentor by the university in 2023. In the same year, he was elected Secretary-General of the Digital Games and Esports Committee under the National Association of Computer Education in Higher Education. He also serves as the chief editor of the "Esports Operations" textbook series under the Ministry of Human Resources and Social Security and is a member of the Esports Textbook Editorial Committee. Starting in October 2024, he will participate as a Chinese expert in the International Organization for Standardization (ISO) to develop international standards for esports.He is the author of the monograph Esports Stage Art Design and Implementation and has published several first-authored articles in CSSCI and SCI-indexed journals.

Education：

2021 － 2024	Macau University of Science and Technology/ Digital Media/Ph.D.
2019 － 2021	Macau University of Science and Technology/CommunicationDesign/Master
2015 － 2019	City University of Macau/ Design/Bachelo

Work Expericnce：

2025 － Present	Macau University of Science and Technology/ School of Humanities and Arts /Lecturer

2023 – Present	Communication University of China/ School of Animation and Digital Arts/Industry Mentor
2021 – 2023	Hero E-sports/Strategic Business Consultant
2016 – 2018	Beijing Normal University (Zhuhai Campus)/College of Continuing Education/Lecturer

Project Expericnce：

2025	China Media Group/CCTV Online Spring Festival Gala-"I Fought for This World"/Guest Coordinator
2024	China Media Group/CCTV Online Spring Festival Gala/Visual Coordinator
2024	Tencent Video/Star Awards/Artist Coordinator
2023	Tencent Video/Star Awards/Producer
2023	APEX Asian Festival/Macau Lead

Academic Achievements：

Chinese Publications：

1. Game Embedding, Engine-Driven, and Boundary-Breaking Interaction: The Gamification Construction of Cultural Galas，2024*China Television* （*中国电视*）CSSCI, 464，80-86

2. From Mahjong and Guan Dan to Honor of Kings: Games and Esports Shaping New Lifestyles for the Public，2024 *Media （传媒）*，CSSCI, 419, 16-18

3. On the Dual Deconstruction of the Body in Romeo Castellucci's Theatre，2023 *Theatre Arts （戏剧艺术）*, CSSCI, 235, 80-88

Academic Book：

《**Esports Stage Art Design and Implementation**》-Tsinghua University Press
-authores by Zhao Siyuan

English Publications：

1. Zhang, K., **Zhao, S**., Zeng, H., & Chen, J. (2025). Two-Stage Archive Evolutionary Algorithm for Constrained Multi-Objective Optimization. *Mathematics*, 13(3), 470. （SCI JCR Q1）Doi:10.3390/math13030470

2. Zhang F.,Wang Z.,Lyu X.,**Zhao S**...(2024).Speech-driven Personalized Gesture Synthetics:Harnessing Automatic Fuzzy Feature Inference.IEEE Transactions on Visualizationandand Computer Graphics.
(SCI JCR TOP) Doi:10.1109/TVCG.2024.3393236

3. Li J.,Chen B.,**Zhao S**...(2024).Discovering Knowledge Assets to Foster Esports's Sustainable Expansion.Journal of the Knowledge Economy
(SSCI Q1) Doi:10.1007/s13132-024-02016-6

4. Zhang F.,Wang Z.,Lyu X.,Jin.,**Zhao S**.,&Gao F.,(2024).DiT-Gesture: A Speech-Only Approach to Stylized Gesture Generation.Electronics 2024,13(9),1702;
(SCI Q3) Doi:10.3390/electronics13091702

Research Projects：

1. 2023-2024《*Development of Intelligent Tagging for Esports Content Based on AI Multimodal Recognition Algorithms*》, Key Participant（2/11）Communication University of China.

Professional Certifications and Awards

Education Category：

2024	*National*	National Association of Computer Education in Higher Education	Rising Star Teacher in Computer Basic Education
2016	*University*	Beijing Normal University (Zhuhai Campus)	Outstanding Teacher

Design Category：

2024	*International*	IAI DESIGN AWARD	Excellence Award	*Existence*
2016	*Municipal*	Design Huai'an Cultural Creative Design Competition	Silver Award	*Travel Along the Li Canal - Tourism Souvenir Series*

Professional Certifications：

International Organization for Standardization (ISO)
·**Expert** 「*Project Number*：ISO 25094-1 E-sports-Part 1: Definitions」

National Association of Computer Education in Higher Education
·**Secretary-General,** Digital Games and Esports Committee
·**Standing Committee Member**, Intelligent Design for Network Media Comm

Ministry of Human Resources and Social Security
·**Editorial Director**, Esports Operations Professional Competency Certification Tutorials
·**Member**, Esports Professional Competency Certification Tutorials Editorial Committee

Tsinghua University Press
·**Member**, Esports Professional Textbook Editorial Committee