

**胡斌** 助理教授、博士生导师、博士后合作导师

Bin Hu Distinguished Professor, PhD Supervisor, Postdoc Supervisor

澳门科技大学 数字创新与人文教育研究中心 副主任

澳门科技大学 人文艺术学院互动媒体艺术设计 博士生导师

澳门特别行政区文化体育及其他产业高级专业优秀人才

澳大利亚全球杰出优秀人才计划 Australia Global Talent Individual Program (GTI)

澳大利亚昆士兰科技大学创意产业学院 QUT CIF 数字媒体设计博士 PhD

澳大利亚格里菲斯大学昆士兰艺术学院数字媒体硕士、一等荣誉硕士

国家留学基金—国家建设高水平大学公派博士研究生出国留学资助者

中国博士后国际交流计划—海外引才专项获得者

中国国际大学生创新大赛（互联网+）国赛金奖、银奖指导教师

福建省教育厅领军人物—闽江学者奖励计划

福建省泉州市桐江学者奖励计划

江苏省双创人才-双创博士奖励计划

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### 研究方向 Research Interests:

人工智能与游戏设计、健康医疗领域中的用户体验与可持续设计研究、协同设计与包容性设计、多模态情感化识别与非物质文化遗产数字化保护等

Artificial intelligence and Digital Twins, User Experience and Co-design in the Healthcare, Multimodal Emotion Recognition and Digital Protection of Intangible Cultural Heritage etc.

### 教育背景 Education Background:

Jul 2015 – Sep 2019

**哲学博士 PhD** 互动媒体艺术博士 澳大利亚昆士兰科技大学  
(QS Top 200 大学, QS 传播与新媒体排名 19th 位)

PhD Queensland University of Technology, Creative Industries Faculty (QS  
Communication & Media Studies: 19<sup>th</sup>, Top university in Australia)

Feb 2009 – Mar 2011

**一等荣誉硕士** 数字媒体设计 澳大利亚格里菲斯大学昆士兰艺术学院  
(Top 5% 优秀硕士毕业生 QS 数字媒体设计专业排名前 50)

Master of Digital Design with Honours, First Class, Griffith University Queensland  
College of Arts QS Top 50

Feb 2008 – Nov 2009      **数字媒体硕士** 数字媒体设计 澳大利亚格里菲斯大学昆士兰艺术学院  
Master of Digital Design, Griffith University Queensland College of Arts QS Top 50

Sep 2003 – Jul 2007      **文学学士** 创意设计 山东艺术学院  
Bachelor of Arts (Creative Design), Shandong University of Arts

### 工作经验 Working Experience:

Aug 2021 – Current      澳门科技大学 数字创新与人文教育研究中心 副主任  
澳门科技大学人文艺术学院 数字媒体博士生导师 博士后合作导师  
Deputy Director Digital Innovation & Humanities Education Center  
Associate Professor PhD Supervisor Postdoctoral Co-Supervisor,  
Faculty of Humanity and Arts, Macao University of Science and  
Technology

Sep 2019 – Aug 2021      清华大学美术学院 博士后 研究员  
Postdoctoral Research Fellow, Academy of Arts and Design,  
Tsinghua University

Jul 2016 – May 2018      澳大利亚昆士兰科技大学创意产业学院 助理研究员  
Lecturer & Research Fellow, School of Design, Creative Industries  
Faculty, Queensland University of Technology

Jul 2014 – Jun 2015      澳大利亚格里菲斯大学昆士兰艺术学院 访问学者 助理研究员  
Visiting Scholar & Research Fellow, Queensland College of Art,  
Griffith University

Dec 2011 – Jul 2015      济南大学美术学院 讲师 研究生导师  
MFA Supervisor, Senior Lecturer, School of Arts and Design,  
University of Jinan

### 科研经历（以项目负责人主持的代表性项目） Research Experience:

1. 主持 2025 澳门科技大学 Faculty Research Grants (FRG) 项目《文旅融合视角下智慧旅游沉浸式艺术疗愈体验设计研究》，FRG-25-008-FA.

**Principal Investigator (PI)** Macau University of Science and Technology Faculty  
Research Grants (FRG) project "Research on the Design of Immersive Art Therapy

Experience in Smart Tourism from the Perspective of Cultural and Tourism Integration", FRG-25-008-FA.

2. **Sub-Investigator (Sub-I)** "Research on the Construction and Application of Narrative Scenes of 'Digital Quanzhou' under the Concept of Metaverse", a Fujian Provincial Social Science Fund Youth Project.
3. **PI**, 2024 Shandong Provincial Social Science Planning Research Special Program, Key Project supported by Cultural and Tourism Integration Research Special Project 'Research on the Development Path of Shandong's Immersive Cultural and Tourism Industry'.
4. 主持 2024 澳门科技大学-横向科研《基于用户体验优化的数字媒体产品与智能系统设计研究项目》项目，立项编号：1365。  
**PI**, 2024-, Macau University of Science and Technology - Horizontal Funding project 'Digital media product and intelligent system design research project based on user experience optimization', Project number 1365.
5. 主持 2024 澳门特别行政区科学技术发展基金 Macau Science and Technology Development Fund (FDCT) 项目《基于显微成像的中药材智能鉴别关键技术研究》档案编号 0009/2024/ITP1.  
**PI**, 2024 Macau Science and Technology Development Fund (FDCT) Project "Research on Key Technologies for Intelligent Identification of Chinese Herbal Medicines based on Microscopic Imaging", File Number 0009/2024/ITP1.
6. **PI**, 2024 Shandong Provincial Social Science Fund "Practical Research on the Training of International Digital Twin Economic Talents" Project No. 24H202(Z).
7. **PI**, Fujian Provincial Social Science Fund "Research on Development Strategies for Quanzhou Immersive Cultural and Tourism Project" project Funding number FJ2023BF062.
8. **PI**, 2023 Soochow Social Sciences "Integrated Design Research of Smart Industrial Parks Based on Digital Cities" Project Funding Number: Y2023LX013
9. **PI**, 2023 Quanzhou Philosophy and Social Science Research Planning Funding "The Role of Female Talent in Promoting Rural Revitalization in Quanzhou City".
10. **PI**, 2023-Soochow University - Horizontal science and technology project "Scenario Visualization and Interaction Design of Smart Construction Site Systems Based on Digital Twins".
11. 主持 2022 澳门科技大学 Faculty Research Grants (FRG) 项目《中国文化元素视阈下的交互设计寻路系统研究》FRG-22-037-FA.

**PI**, Macau University of Science and Technology Faculty Research Grants (FRG)  
Project "Research on Interactive Design Pathfinding System from the Perspective  
of Chinese Cultural Elements" FRG-22-037-FA.

12. **PI**, Soochow University Humanities and Social Science Research Project Fund -  
"Encryption Art Research" 22XM2004.
13. 参与国家社科基金艺术学重点项目《国家文化形象建构下的中国动画创作及理论创新研究》（批准号：20AC003）
14. 参与科学技术部高技术研究发展中心国家重点研发计划-现代服务业共性关键技术研发及应用示范《中国风格文化创意及智能产品设计技术集成与应用示范》，项目编号：  
SQ2019YFB140047 课题骨干，技术负责人。

**Sub-Investigator (Sub-I)**, Program Backbone & Co-Investigator - 2020 China  
National High-Tech Research and Development Program: PRC Ministry of Science  
and Technology - Research and Development of Common Key Technologies for Modern  
Service Industries and Application Demonstration "Integration and Application  
Demonstration of Chinese-Style Cultural Creativity and Intelligent Product  
Design Technology", Project Number: SQ2019YFB140047.

15. 主持省部级立项：2018 年山东省社会科学规划研究项目《齐鲁文化走出去研究专项-儒家文化在澳大利亚的传承发展与传播研究》，立项号：18CZCJ31.

**PI**, 2018 Shandong Province Social Science Planning Research Project Special  
Research Project on the International Dissemination of Qilu Culture "the  
Inheritance, Development, and Communication of Confucian Culture in Australia",  
Project Number: 18CZCJ31.

16. **Sub-I**, Australia Research Council "Dealing with Industry Partners".
17. **PI**, 2015 Shandong Provincial Key Research Project in Art Science "A  
Comparative Study of Packaging Design under the Influence of Chinese and  
Western Tea Cultures", Project reference No. 1506279.
18. **Sub-I**, QUT Research Council (ARC) Identifying Sustainability Framework and key  
variables: Preparing for the future. Project ID: QUT13041.
19. **PI**, Social Science Project at University of Jinan: Visual Identity and Campus  
Cultural Image, Project reference No. X1250.

#### 学术发表 Academic Publication:

1. Hu, B., Li, K., & Zhang, Y. (2025). Gamification of Anti-Telecom Network Fraud  
Education Based on the Technology Acceptance Model: A Study on the Acceptance of

- University Students. **Sage Open**, 15(3), **SCI Q1 (IF 2.03)**.  
<https://doi.org/10.1177/21582440251363689>.
2. 秦健, 胡斌《游戏化理念下传统村落数字文旅体验设计研究》, 《包装工程》2025.
  3. Yao X., **Hu, B.\***, (2025). Automatic trailer generation for movies using convolutional neural network. *Scientific Reports, Nature*. 15, 7819. **SCI Q1 (IF 3.9)**. <https://doi.org/10.1038/s41598-025-91084-y>.
  4. Yikai Wang, **Bin Hu**, Chaolan Tang, and Xian Yang, (2024). Decoding Clickbait: The Impact of Clickbait Types and Structures on Cognitive and Emotional Responses in Online Interactions, *Cyberpsychology, Behavior, and Social Networking*. **SCI Q1 (IF 4.2)**. <https://doi: 10.1089/cyber.2024.0295>.
  5. Tao,X., Guo, H., **Hu B.\***, etc (2024), Video-based Human Gesture-action Mapping." 2024 International Conference on Ubiquitous Computing and Communications (IUCC). IEEE Xplore, **Corresponding Author**.
  6. Yang, X., **Hu, B.**, (2024). Research on Interactive Efficiency and Experience of Intelligent Education Platform, *International Journal of Human-Computer Interaction*, **SCI Q1 (IF 4.5)**.
  7. 郑丽虹、刘馨、**胡斌（通讯作者）**《创样：一个从中国本土定义设计的文本——近代上海时装创样群体及其行为研究》，《装饰》，2024.08，总第376期，**CSSCI 南大核心期刊**。
  8. **Hu, B.**, Guo, H., etc. (2024) Lightweight physics-based character for generating sensible postures in dynamic environments, *IEEE Access*, **SCI Q1 (IF 4.1)**.
  9. **胡斌**、吴现、蓝梓仪《基于协同式设计的游戏干预研究——以儿童牙科就诊焦虑为例》，《南京艺术学院学报》，2024年第一期，**CSSCI 南大核心期刊**。
  10. **胡斌**、郭慧、陶雄杰《面向冷链智能立体仓库的数字孪生系统构建》，《包装工程》，2024,45(01):191-200.DOI:10.19554/j.cnki.1001-3563.2024.01.022, **北大核心**。
  11. Chen, Z., Jin, Y., **Hu, B.**, etc (2023). Image Super-Resolution Reconstruction Method based on Improved Cyclic Generative Adversarial Network with Twin Attention Mechanism, *JOURNAL OF IMAGING SCIENCE AND TECHNOLOGY*, Q4 10.2352/J.ImagingSci.Technol.2024.68.4.040401.
  12. **胡斌**、郭慧、许才项《思政引领、科教相长、多堂联动——数字媒体技术专业人才培养模式改革的探索实践》，《梧州学院学报》2023年10月，第33卷第5期。
  13. Zhang, C., **Hu, B.\***, etc. Design and Realization of the Digital Protection Platform of Traditional Intangible Cultural Heritage based on Virtual Reality Technology. *Applied Mathematics and Nonlinear Sciences*. Scopus Index, **Corresponding Author**.
  14. Li, X., & **Hu, B.**, (2023). Emotional Design for Traditional Chinese Wayfinding

Symbols: A Quantitative Research Through an Eye-Tracking Experiment for Promoting Wayfinders' Experience. Kurdish Studies, ESCI, **Corresponding Author**.

15. Song, X., **Hu, B.\***, etc. (2023). Design Strategy for Agricultural Waste Recycling System Based on UTAUT2 Model Psychological Need and Behavior Analysis, Medicine, **SCI Q3 (IF 1.6)**.
16. 孟刚、**胡斌**《大数据与数字孪生驱动的智慧校园集成设计研究》，《包装工程》2023 年第 18 期第 458-466 页，**通讯作者**.
17. **Hu, B.**, Tao, X., etc. (2023). Construction of Digital Twin System for Cold Chain Logistics Stereo Warehouse, IEEE Access. **SCI Q1 (IF 4.1)**.
18. **Hu, B.\***, (2023). Wayfinding for Modern Healthcare: A Participatory Approach to Designing a Wayfinding System in a Chinese Hospital Setting, **The Design Journal, A&HCI**.
19. Chen, J., **Hu, B.\***, etc. (2023). Sustainable interior design: A new approach to intelligent design and automated manufacturing based on Grasshopper, Computers & Industrial Engineering. **Corresponding author, SCI Q1 (IF 7.9)**.
20. Chen, J., **Hu, B.\***, etc. (2023). Generating Interior Design from Text: A New Diffusion-Model-Based Method for Efficient Creative Design, Buildings, **Corresponding author, SCI Q1 (IF 3.8)**.
21. Yang, X., **Hu, B.\***, (2023). Visual Attention Quality Research for Social Media Applications: A Case Study on Photo Sharing Applications, **(Corresponding author), SSCI/SCI (IF 1.95) Q2**.
22. 李凯戎、**胡斌**（通讯作者）《新冠隔离酒店零接触式寻路系统智创设计——以南京“宁归来首站公寓”为例》，《包装工程》2023 年第 12 期第 1-14 页。
23. 孟刚、孙颖、**胡斌**（通讯作者）《江南文化视觉叙事的当代演绎:以“寻计江南”平面设计展作品为例》，《包装工程》2022 年第 24 期第 392-402 页。
24. 李天，傅昊，**胡斌**（通讯作者）《基于视觉体验的南京传统民居更新设计研究》《包装工程》2022 第 43 卷，第 20 期，DOI: 10.19554/j.cnki.1001-3563.2022.20.054. **通讯作者**.
25. Lian, J., **Hu, B.\***, (2023). The design of a mechanical force feedback VR data glove, IEEE Xplore, The 1st International Workshop on Machine Vision and Intelligent Control (MVIC-2022), **Corresponding Author**.
26. Mo, X., **Hu, B.\***, (2023). Research on virtual human swarm football collaboration technology based on reinforcement learning, IEEE Xplore, The 1st International Workshop on Machine Vision and Intelligent Control (MVIC-2022), **Corresponding**

#### Author.

27. Yang, X., **Hu, B.**, (2022). The interaction of clothing design factors: How to attract consumers' visual attention and enhance emotional experience, Journal of Fashion Marketing and Management. **SSCI**, (IF 4.1).
28. **Hu, B.**, Wang, W., etc. Graphic Design and Evaluation of an Augmented Reality for Advergame, Proceedings - VRCAI 2022: 18th ACM SIGGRAPH International Conference on Virtual-Reality Continuum and its Applications in Industry.
29. **Hu, B.\***, (2020), Exploring Contemporary Visualisation of Traditional Chinese Symbols: A Case of Tea Packaging Design. **The Design Journal (A&HCI)**.  
<https://doi.org/10.1080/14606925.2019.1699763>
30. **Hu, B.\***, (2019), Design the Future of Healthcare: Prototyping an Interactive Hospital System for Promoting Healthcare Services, Thesis Collection of the 5<sup>th</sup> Art and Science International Symposium.
31. **Hu, B.\***, (2019), 《中国传统图案的现代可视化研究》，《第五届艺术与科学国际学术研讨会论文集》。
32. **Hu, B.**, (2019), Exploring Contemporary Visualisation of Traditional Chinese Symbols: A Case of Tea Branding Design. Confirmation seminar paper, Queensland University of Technology ePrint. PhD Dissertation.
33. **Hu, B.**, Zelenko, O., Pinxit, V., & Buys, L. (2019). A Social Semiotic Approach and a Visual Analysis Approach for Chinese Traditional Visual Language: A Case of Tea Branding Design. Theory and Practice in Language Studies 9(2), 168 - 177.  
doi: <http://dx.doi.org/10.17507/tpis.0902.06>
34. **胡斌**《基于视觉传达艺术发展的民族传统设计创新讨论》，《贵州民族研究》**CSSCI 南大核心期刊**，2015 年 09 期。
35. **胡斌**《浅论济南大学校园文化标识系统中的教育功能》，《文艺生活》，2015 年 01 期。
36. **Hu, B.**, (2014), An Investigation into the Application of Traditional Chinese Visual Identity Applied to a Cultural Enterprise. Griffith University Library Index.
37. **胡斌**《论校园视觉文化中的隐形教育功能》，《艺术时尚》，2014 年 09 期。
38. **胡斌**《企业识别在现代设计中的应用与影响》，《济南大学学报》，2013 年 12 期。
39. **胡斌**《CI 战略在城市识别系统中的应用》，《济南大学学报》，2013 年 12 期。

#### 学术讲座与国际会议 **Academic Speech & International Conference:**

1. Key Speaker, "Interactive Media Design Principles and Interaction Design

- Research," Communication University of China Hainan International College,
2. Key Speaker, "Research on Collaborative Greater Bay Area Museum Game Interaction Design," School of Art and Design, Xihua University, 2025.
  3. 国家艺术基金人才培养项目《数值产品设计艺术创新人才培养》，江南大学数字科技与创意设计学院, "Numerical Product Design Art Innovation Talent Training," Jiangnan University, 2025..
  4. Hu Bin, School of Communication, Jiangsu Second Normal University, Keynote Speech "Exploring the Innovation of AIGC: Artificial Intelligence and Game Design in the Greater Bay Area", 9<sup>th</sup> December 2024.
  5. Key Speaker for Madeira Blockchain 2024, Funchal, Portugal. Digital Culture in Macau: An Innovative Path from China to Portugal. 18<sup>th</sup> November 2024.
  6. Speaker for Faculty of Humanities and Arts, School of Music, Macau University of Science and Technology, Taipa, Macau, China. Topic: Technology Empowers Art, a Cognitive Psychology for Interaction Design, Bin Hu, 13, November 2024.
  7. Academic Speech for School of Design of Wenzhou Vocational and Technical College. Topic "Social Science Citation Index Academic Writing – Improving Academic Writing Skills for Design Discipline", Speaker: Hu Bin, 9<sup>th</sup> October, 2024.
  8. China (Hefei) International Science and Art Week "Research on Game Design from the Perspective of Art and Science Integration", Academic Lecture, Speaker: Hu Bin, 3<sup>rd</sup> October, 2024.
  9. Academic report for School of Arts and Design, Qingdao University of Technology. Topic: Humanistic Spirit in Design – Research on Collaborative Design from the Perspective of Empathy. Bin Hu, 27, June 2024.
  10. Academic Presentation for School of Art and Design, Qilu University of Technology, Jinan, Shandong Province, China. Topic: Collaborative Design from the Perspective of Empathy: Research on Interaction Design and User Experience. Bin Hu, 21, June, 2024
  11. Key Speaker for School of Art and Design, Anhui University of Technology, Heifei, Anhui Province, China. Topic: Collaborative Design from the Perspective of Empathy: Research on Interaction Design and User Experience. Bin Hu, 18, June 2024
  12. Key Speaker, Academic Presentation for Jinan Vocational College. Topic: Collaborative Design from the Perspective of Empathy: Research on Interaction

Design and User Experience. Bin Hu, 14, June 2024.

13. 南京艺术学院工业设计学院《协同设计：面向大湾区青少年群体的交互设计研究》胡斌 2024. Nanjing University of the Arts, School of Industrial Design, "Collaborative Design: A Study of Interactive Design for Youth in the Greater Bay Area," by Hu Bin.
14. 澳門回歸祖國 25 週年系列媒體國際傳播項目，主旨演講 Digital Virtual technology Empowering the Beauty of Arts 胡斌 2024. Academic Presentation for School of Industrial Design, Nanjing University of the Arts. Topic: Collaborative Design: Research on Interaction Design for Youth Groups in the Greater Bay Area. Bin Hu, 07, June 2024
15. 中国传媒大学广告学院学术报告《基于大湾区协同设计的寻路用户体验研究》胡斌，2023. Academic Report at Advertising School, Communication University of China, Topic: Research on Pathfinding User Experience Based on Collaborative Design in the Greater Bay Area. Bin Hu, 30, November 2023.
16. 吉林艺术学院新媒体学院、吉林艺术学院科研产业处，学术讲座《Interactive Design and Cognitive Psychology》胡斌 2023. Academic Lecture at School of New Media and Department of Research and Industry, Jilin University of Arts, Topic: Interactive Design and Cognitive Psychology. Bin Hu, 30, November 2023.
17. 南京信息工程大学 艺术学院《协同设计——面向青少年群体的交互设计研究》胡斌，2023. Speaker for School of Art, Nanjing University of Information Science and Technology, Topic: Collaborative Design-Research on Interactive Design for Youth Groups. Bin Hu, 15, November 2023.
18. Academic Lecture at Jiangsu Second Normal University, Topic: Research on User Experience of Pathfinding Based on Collaborative Design in the Greater Bay Area. Bin Hu, 2023.
19. 中央美术学院《宇宙将徒》国际数字创意高峰论坛—数字科技与未来生活，胡斌《基于协同设计寻路导视系统的用户体验研究》2023. Key Speaker for Central Academy of Fine Arts "Universe General" International Digital Creative Summit Forum - Digital Technology and Future Life, Topic: User Experience Research Based on Collaborative Design Pathfinding Guidance System. Bin Hu, 29, October 2023.
20. 浙江师范大学主旨演讲者-胡斌《协同设计——面向儿童用户的数字化交互设计研究》，

2023.

Academic Lecture at Zhejiang Normal University, Topic: Collaborative Design-  
Research on Digital Interactive Design for Child Users. Bin Hu, 13, June 2023.

21. 上海戏剧学院国家文旅部内地与港澳文化和旅游交流重点项目“沪港澳艺术管理青年精英  
研学-艺术新社区营造计划”主讲导师，教学课题：科技赋能社区艺术。2023.

Main Lecturer at Shanghai Theatre Academy of the key project of the Ministry of  
Culture and Tourism of the People's Republic of China between the Mainland and  
Hong Kong and Macao "Shanghai-Hong Kong-Macao Art Management Youth Elite Study-  
Art New Community Creation Plan", teaching topic: Technology empowers community  
art. 12, March 2023.

22. Academic Presentation at Shanxi Institute of Economics and Business, Topic:  
User Experience Research Based on Collaborative Design Pathfinding and Guidance  
System. Bin Hu, 11, April 2023.

23. Academic speak for Shandong Jiaotong College, Topic: Interaction Design  
Research Based on Cognitive Psychology. 06, April, 2023

24. 山东艺术学院设计学院主旨演讲者-胡斌《认知与交互设计研究》2023..

School of Design, Shandong University of Arts, Topic: Cognitive and Interaction  
Design Research. Bin Hu, 04, April 2023.

25. Key Speaker, College of Fine Arts and Design, University of Jinan, Topic:  
Interaction Design Research Based on Cognitive Psychology. Bin Hu, 13, December  
2022.

26. 上海师范大学美术学院学术报告人胡斌《A Cognitive Psychology Study for  
Interaction design》2022.12.11.

Academic Presentation at School of Art and Design, Guangdong University of  
Science & Technology Topic: Guidance on Writing High-Level Research Papers -  
Advice and Instructions for Young Teachers. Bin Hu, 26, November 2022.

27. Key Speaker for School of Art and Design, Guangdong University of Science &  
Technology Topic: Guidance on Writing High-Level Research Papers - Guidance on  
Writing High-Level Research Papers - Advice and Instructions for Young  
Teachers, Bin Hu, 26, November 2022.

28. Academic Presentation at Jiangsu Open University, Topic: SSCI Writing Skills -  
User Experience Research Based on Collaborative Design Pathfinding and Guidance  
System. Bin Hu, 26, November 2022

29. Speaker for Guangzhou College of Applied Science and Technology, Topic: User

Experience Research Based on Collaborative Design Pathfinding and Guidance System. Bin Hu, 29, September 2022.

30. Key Speaker for Wuzhou University, Topic: Interaction Design Research Based on Cognitive Psychology. Bin Hu, 07, September, 2022.

31. 国际会议——2019 第五届艺术与科学国际作品展暨学术研讨会人工智能时代的艺术与科学融合.

2019 The 5<sup>th</sup> Art and Science International Exhibition and Symposium.

32. 2018 Asian-Australian creative practice and intercultural communication

33. Queensland Universities' 2018 International HDR Experience and Employability Conference in Brisbane.

34. Research Through Design 2017 conference New Disciplines of Making - Shared Knowledge in Doing.

35. Cumulus Hong Kong 2016 international conference for designers, researchers, students and citizens to be a part of a series of events concerning Open Design.

36. 16th 2015 International Conference on Computers Helping People with Special Needs.

### 中/英文授课 Teaching Courses (English - Chinese):

|                  |                                                                                                                                                                          |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Sep 2021-Current | 英文授课《交互设计概论》澳门科技大学人文艺术学院 互动媒体艺术硕士研究生<br><br>Introduction to Interaction Design for Master of Fine Arts in Interactive Media, Macao University of Science and Technology. |
| Sep 2022-Current | 英文授课《互动设计原则》澳门科技大学人文艺术学院 数字媒体博士<br><br>Principles of Interaction Design for PhD in Digital Media, Macao University of Science and Technology.                            |
| Sep 2022-Current | 英文授课《人工智能与数字媒体设计》澳门科技大学人文艺术学院 传播学学士<br><br>AI & Digital Media Design for Bachelor of Communication, Macao University of Science and Technology.                          |
| Sep-Dec 2022     | 中文授课《游戏策划》澳门科技大学人文艺术学院数字媒体艺术学士<br><br>Digital Media Design for Bachelor of Fine Arts in Digital Media, Macao University of Science and Technology.                       |

|                      |                                                                                                                                                                                                                                                                                                          |
|----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>Feb-June 2021</i> | <p>中文授课《光电子学视角下艺术与科学的融合实践》清华大学电子系、清华大学计算机系、清华美院，清华大学苏世民院学士</p> <p>Practice of the Integration of Arts and Science from the Perspective of Optoelectronics, teaching for undergraduates from the Department of Electronics, Academy of Arts and Design, Schwarzman College, Tsinghua University.</p>      |
| <i>May-Jun 2020</i>  | <p>英文授课《设计实践与科研方法论》双学位国际交换生：意大利米兰理工大学 硕士，英国皇家艺术学院 GID 硕士，清华大学硕士研究</p> <p>Design Practice &amp; Research Methodology for Master and PhD students who came from the Polytechnic University of Milan, Global Innovation Design Royal College Art (London) and Tsinghua University, teaching in English.</p> |
| <i>Mar-Apr 2020</i>  | <p>英文授课《设计研究的历史与理论》清华大学美术学院 硕士与博士</p> <p>History and Theory of Design Research for Academy of Arts and Design, Tsinghua University Master and PhD students, teaching in English.</p>                                                                                                                     |
| <i>Oct-Dec 2019</i>  | <p>英文授课《设计研究方法与应用》清华大学美术学院 硕士与博士</p> <p>Design Research Methods and Applications for Academy of Arts and Design, Tsinghua University Master and PhD students, teaching in English.</p>                                                                                                                   |
| <i>Apr-May 2019</i>  | <p>英文授课《社会科学研究方法》澳大利亚昆士兰科技大学创意产业学院 硕士</p> <p>Social Science Research Methods for Master students, Creative Industries Faculty, Queensland University of Technology, teaching in English.</p>                                                                                                             |
| <i>Nov-Dec 2018</i>  | <p>中文授课《人工智能 Ai 与用户体验设计》 济南大学美术与设计学院 学士</p> <p>Ai &amp; User Experience Design for Bachelor students, School of Arts and Design, University of Jinan, teaching in Chinese.</p>                                                                                                                           |
| <i>Feb-May 2017</i>  | <p>中文授课《交互设计》山东大学新闻与传播学院 硕士</p> <p>Interaction Design for Master students, School of Journalism and Communication, Shandong University, teaching in Chinese.</p>                                                                                                                                         |
| <i>Feb-Mar 2016</i>  | <p>英文授课《信息可视化》澳大利亚昆士兰科技大学创意产业学院 硕士</p>                                                                                                                                                                                                                                                                   |

|              |                                                                                                                                                                                                          |
|--------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|              | Information Visualisation for Master students, Creative Industries Faculty, Queensland University of Technology, teaching in English.                                                                    |
| Sep-Oct 2016 | 中文授课《协同设计：新媒体与交互设计》山东艺术学院设计学院学士<br>Co-Design: New Media and Interactive Design for Bachelor Students, School of Design, Shandong University of Arts, teaching in Chinese.                                |
| May-Jun 2015 | 中文授课《界面设计》 济南大学美术与设计学院 学士<br>Interface Design for Bachelor students, School of Arts and Design, University of Jinan, teaching in Chinese.                                                                |
| Apr-May 2015 | 中文授课《视觉传达-包装设计》<br>Visual Communication Design-Packaging Design for Bachelor students, School of Arts and Design, University of Jinan, teaching in Chinese.                                              |
| Oct-Nov 2014 | 中文授课《视觉传达-创意广告设计》<br>Visual Communication Design-Creative Advertisement Design for Bachelor students, School of Arts and Design, University of Jinan, teaching in Chinese.                               |
| Apr-May 2013 | 中文授课《网页设计》山东大学文学院与新闻传播学院<br>Web Design for Bachelor students, School of Communication, University of Jinan, teaching in Chinese.                                                                         |
| 2011-2013    | 中文授课《形式基础：平面、色彩与立体构成》<br>Form Basis: Plane composition; Bolour Bomposition and Three-Dimensional Composition for Bachelor students, School of Arts and Design, University of Jinan, teaching in Chinese. |

#### 博士研究生学术论文指导 PhD/Doctoral Dissertation Supervision:

- 轻量化物理虚拟人的运动生成与控制关键技术研究  
Research on Key Technologies for Motion Generation and Control of Lightweight Physical Virtual Human.
- 智能医护辅助决策系统设计研究  
Research on the design of intelligent healthcare decision-making support system.
- 基于计量电影学的口述电影生成技术研究  
Research on the Generation Technology of Audio-Described Movies Based on

Quantitative Film Studies.

4. 基于扩散模型的澳门非遗风格化生成与文化适配研究  
Research on the stylization generation and cultural adaptation of Macao's intangible cultural heritage based on the diffusion model.
5. 中国电子竞技行业发展的多维度探索研究  
Multi-dimensional Exploration and Research on the Development of China's E-sports Industry.
6. 中国老龄化群体的辅助医疗健康系统交互设计研究  
Research on interactive design of auxiliary medical and health systems for the aging population in China
7. 数字游戏中的玩家心理学探究：基于性格类型的多位行为研究  
Exploring the psychology of players in digital games: A multi-person behavioral study based on personality types
8. 大湾区沉浸式艺术展览体验设计研究  
Research on the immersive art exhibition experience design in the Greater Bay Area
9. 面向澳门非物质文化遗产数字化保护研究  
Research on the digital protection of Macao's intangible cultural heritage
10. 电子竞技赛事观赛与群体的演变研究  
Research on the evolution of e-sports viewing and groups

## 学术型与专业型硕士研究生论文指导 Academic & Professional Master's Dissertation

### Supervision

1. 基于微调扩散模型的生成式广西壮锦纹样视觉研究  
A Generative Visual Study of Guangxi Zhuang Brocade patterns based on A fine-tuned Diffusion Model
2. AIGC 技术在澳门旅游纪念品设计中的应用研究  
A Study on the Application of AIGC Technology in Macau Tourism Souvenir Design
3. 虚拟现实教学中的游戏开发——以 VR 游戏《Cyber City》为例  
Game Development in Virtual Reality Education: A Case Study of VR Game Cyber City
4. 重构传统文化认知：基于人工智能的中国门神传统文化在文化创意产品设计中的应用  
Reconstructing Traditional Cultural Cognition: The Application of Chinese Door God Traditional Culture in Cultural and Creative Product Design Based on

## Artificial Intelligence

5. 人工智慧驱动的新闻传播新范式视角下的用户体验研究-以 ChatGPT 与传统媒体对比报导为例  
Research on User experience from the Perspective of a new paradigm of AI-driven news communication - A case study of ChatGPT and traditional media comparative reporting
6. 基于眼动信息的车载抬头显示系统界面交互设计研究  
Research on interaction design of vehicle-mounted head-up display system based on eye tracking information
7. 基于 SD 扩散模型的苗族纹样情感化设计研究  
Research on the emotional design of Miao pattern based on SD diffusion model
8. 中国明初军队阵型的多智能体群集算法研究  
The Research on Multi-Agent Swarm Algorithm for Military Formations in Early Ming Dynasty
9. 基于微调扩散模型的非物质文化遗产保护与创新——以澳门神像雕刻为例  
Preservation and Innovation of Intangible Cultural Heritage Based on Fine-Tuned Diffusion Models: A Case Study of Macau Statue Carving
10. 博物馆互动体验设计的实证研究——以五大名窑为例  
Empirical research on interactive experience design in museums——Take the five famous kilns as examples
11. 探究文化旅游之谜——以澳门社区实境游戏开发研究为例  
Investigating the Enigma of Cultural Tourism: A Case Study on the Development of Alternate Reality Games in Macau Community
12. 基于中华文化认同理念的澳门非物质文化遗产数字化保护 ——以土地信俗为例  
Research on the Digitized Preservation of Macao's Intangible Cultural Heritage Based on the Concept of Chinese Cultural Identity : Taking Land Worship Customs as an Example
13. 防沉迷系统对电竞赛事发展的影响——以英雄联盟为例  
The Impact of the Anti-Addiction System on the Development of E-Sports Events: A Case Study of League of Legends
11. 基于文本生成图像的澳门视觉文化创新——以葡萄牙瓷砖画图案研究为例  
Macao's Visual Culture Innovation Based on Text-Generated Images ——A Study of Portuguese Azulejo art as an Example
12. 基于游戏化理论的小学生英语学习应用研究

A Study of English Learning Application for Elementary School Students Based on Gamification Theory

13. 移动理财界面设计对投资用户交互体验的影响研究

Research on the Impact of Mobile Wealth Management Interface Design on Investment User Interaction Experience

14. 澳门纹样在游戏 UI 界面中的情感化设计研究

Research on emotional design of Macau pattern in game UI interface

15. 基于改进扩散模型的苏联城市艺术风格理解与传承

Understanding and inheritance of Soviet city art style based on improved diffusion model

16. 纸本水墨山水画《富春山居图》的三维重现方法研究

Research on the three-dimensional reproduction method of the ink landscape painting ‘Fuchun Mountain Residence’ on paper

17. 基于驾驶效率与认知负荷的智能驾驶仪表盘 HMI 设计研究

Research on HMI Design of Intelligent Driving Instrument Panel Based on Driving Efficiency and Cognitive Load

18. 电子游戏新手引导不同提示方式与引导方式的情感反应

Emotional reactions of video game novices to different prompting and guidance styles

19. 面向空巢老人的智慧康养产品交互设计研究——以智能手环及辅助 APP 为例

Research on Interaction Design of Smart Health Care Products for Empty Nest Elderly—— Taking Smart Bracelets and Auxiliary APPs as Example

20. 基于视障患者游戏体验的游戏无障碍设计研究

Game Accessibility design based on game experience of visually impaired patients

21. 电子竞技赛事相较于与传统赛事发展趋势及观赛群体观赛习惯的改变研究

Compared with the development trend of traditional events, E-Sports Events Change the habit of watching groups.

22. 交互介面设计对玩家游戏体验的影响研究——以策略类游戏《全面战争》系列为例

The Impacts of Interactive Interface Design on the Experience of Game Players — A Case study of A strategy game ‘the Total War Series’

23. 游戏化机制对提高胰岛素抵抗患者的运动参与性研究

A study to increase exercise participation in insulin resistant patients through gamification mechanisms

24. 中国传统视觉文化元素在国风游戏中的文化转译对玩家文化认同的影响研究

- A study on the influence of cultural translation of Chinese traditional Visual cultural elements on players' cultural identity in Chinese style games
25. 基于心流理论的智能健身产品沉浸式交互设计研究——以智能健身镜为例
- Research on Immersive Interaction Design of Intelligent Fitness Products Based on Flow Theory——Taking Intelligent Fitness Mirror as An Example
26. 中国教育背景下 STEAM 美术教育对小学阶段教育的情感认知影响研究
- Research on the influence of STEAM art Education on Emotional Cognition of primary school education in the Background of Chinese education
27. 电竞赛事的情感互动机制研究-以王者荣耀职业赛事为例
- Research on the Emotional Interaction Mechanism of Esports -Taking Honor of Kings as An Example
28. 基于具身认知儿童 MRI 科普产品设计研究
- Research on the design of children's MRI science products based on the perspective of embodied cognition
29. 基于澳门文博类游戏化 APP 的多动机信息系统连续性模型可行性及设计研究
- Feasibility and Design Study on the Multi-motive information systems continuance model Based on Macao Cultural and Museum Gamification APP
30. 基于协同设计的寻路设计用户体验量化研究
- A Quantitative Study on User Experience of Wayfinding Design based on Collaborative Design
31. 电子游戏的设计美学——以《被上膛的世界》为例
- The design aesthetics of video games - Take The World of Loaded as an example
32. 传统与现代的博弈——基于眼动追踪的量化智能寻路认知与设计研究
- The Game between Tradition and Modernity - Research on the Perception and Design of Quantitative Intelligent Wayfinding Based on Eye Tracking
33. 游戏化设计在视觉健康管理 APP 产品中的策略研究
- Research on the Strategy of Gamification Design in Visual Health Management APP Products
34. 游戏世界观的设定研究——以角色扮演类游戏下的 ARPG 游戏为例
- Research on the setting of game world view——Take ARPG games under role-playing games as an example
35. 基于儿童牙科焦虑症患者的协同创新设计平台
- Co-innovative design platform based on paediatric dental anxiety patients
36. 网路游戏社交属性及其用户体验研究 ——以 MMORPG 游戏《最终幻想 14》 为例

Research on the Social Attributes of Online Games and their user experience——  
Taking the MMORPG game Final Fantasy 14 as an Example

37. 电子游戏在亲子关系中的角色转换 ——从“电子海洛因”到“沟通桥梁”

The role transformation of video games in parent-child relationship —— From  
‘Electronic Heroin’ to ‘Communication Bridge’

38. 嵌入式叙事游戏的设计策略

Design Strategy of Embedded Narrative Game

39. RPG 游戏角色配饰设计研究

RPG game character accessories design research

40. RPG 类型手游用户粘性提升研究——以“哈利波特魔法觉醒”为例

Research on Improving User Stickiness of RPG Type Mobile Games——Taking "Harry  
Potter Magic Awakening" as an example

41. 新時代遊戲產業背景下游戲策劃與美術風格研究：以《被上膛的世界》遊戲設計為例

Study on Game Planning and Artistic Style in the Context of the New Era Gaming  
Industry: A Case Study of the Game Design of ‘Loaded World’

## 荣誉与获奖 Honours & Awards

1. 2025 年广西光学学会科学技术进步奖二等奖-2 项
2. 2024 年第六届全球校园人工智能算法精英大赛算法专项赛全国总决赛一等奖优秀指导教师
3. 2024 年第六届全球校园人工智能算法精英大赛算法专项赛省赛一等奖优秀指导教师
4. 2024 第十二届全大学生数字媒体科技作品及创意竞赛澳门赛一等奖优秀指导教师
5. 2024 中国国际经济技术合作促进会标准化工作委员会专家库专家
6. 2023 第九届中国国际“互联网+”大学生创新创业大赛国赛金奖、银奖指导教师（天津）.
7. 2023 全国三维数字化创新设计大赛全国总决赛一等奖（龙鼎奖）。
8. 2023 第十一届全大学生数字媒体科技作品及创意竞赛国赛一等奖优秀指导教师。
9. 2023 桐江学者奖励计划 Tongjiang Scholar Award Program.
10. 2023 全国青年设计师大赛“优秀指导教师”——中国工业设计协会
11. 2022 江苏省双创人才-双创博士 Jiangsu Provincial Entrepreneurial and Innovative Talents.
12. 2020 澳大利亚昆士兰科技大学优秀博士学位论文 QUT Outstanding Doctoral Thesis.
13. 澳大利亚全球杰出引进人才计划 Australia Global Talent Individual Program (GTI 858 Visa)。
14. 2019 中国博士后“博士后国际交流计划—引进项目”  
The winner of Postdoctoral International Exchange Program-Incoming Global

Talent awarded by China Postdoctoral Council in 2019

15. 2019 人工智能艺术与技学融合——清华大学吴冠中艺术与科学创新奖  
Artificial Intelligence Art and Technology Integration – Tsinghua University Wu Guanzhong Art and Science Innovation Award"
16. 2015-2019 澳大利亚昆士兰科技大学博士研究生一等全额奖学金 QUTPRA 获得者；
17. 澳大利亚昆士兰科技大学创意产业学院助理研究员，Creative Design Lab 创意实验室实验员；
18. 2019 北京理工大学第四届特立青年学者；
19. 2019 上海外国语大学西索国际青年学者论坛——志远学者；
20. 2018 青年学者泰山国际论坛——首届山东省泰山青年学者；
21. 2015 国家留学基金委 CSC：国家公派出国留学资助 获得者（社会科学类），证书编号：201402000003。Program of Study Abroad for Young Scholar sponsored by China Scholarship Council (CSC) and Chinese Government Scholarship in Social Science, Program Certificate Number: 201402000003.
22. 2014 年济南大学“青年骨干教师”获得者。
23. 203 年第三届山东省高校美术与设计专业师生基本功比赛二等奖获得者、优秀指导教师奖获得者；2014 大广赛优秀指导教师。
24. 2008-2011 澳大利亚 NATIONAL WARRANTY COMPANY 设计师，并获得 2010 澳大利亚昆士兰州文化创意成就奖。

### 代表性专利与团体标准 Representative Patents and Group Standards:

1. 一种人工智能的电池片生产智能调度方法及优化系统，ZL202411097465.3，2024-10-22，排名第一。
2. 2024 年 7 月，主要起草人，参与并完成团体标准 T/CIET 577-2024《智能工厂 智能调度系统通用技术规范》。

### 学术简介

胡斌，哲学博士 PhD，数字媒体艺术设计专业。澳门科技大学数字创新与人文教育研究中心副主任、澳门科技大学人文艺术学院博士生导师、博士后合作导师；澳大利亚昆士兰科技大学创意产业学院数字媒体设计博士，澳大利亚格里菲斯大学昆士兰艺术学院数字与新媒体硕士、一等荣誉硕士；澳大利亚全球杰出优秀人才计划 Australia Global Talent Individual Program (GTI)，澳门特别行政区文化体育及其他产业高级专业优秀人才，国家留学基金——国家建设高水平大学公派博士研究生出国留学资助者，中国国际大学生创新大赛（互联网+）国赛金奖、银奖指导教师

分别入选福建省教育厅领军人才—闽江学者奖励计划、桐江学者奖励计划、江苏双创人才—双创博士奖励计划计划、中国博士后“国际交流计划—博士后引进项目”，国家建设高水平大学公派博士研究生出国留学资助者，澳大利亚昆士兰科技大学博士研究生全额奖学金 QUTPRA 资助者。

研究方向为人工智能与数字孪生，健康医疗领域中的用户体验与协同设计，多模态情感化识别与非物质文化遗产数字化保护等，其学术主张跨界学科与跨文化的设计研究与创新实践，由设计创新整合科学、文化、艺术等要素，从人本设计的角度出发，强调用户同理心设计与包容性设计，以实证研究和协同式设计研究方法作为基础为终端用户提供设计解决方案从而提升用户体验感。主持澳大利亚科研委员基金（ARC）与澳门特别行政区科学技术发展基金（FDCT）、澳门科技大学（FRG）基金，主持并参与国家级与省部级基金二十余项。国际 SCI / SSCI / A&HCI 高水平学术论文发表四十余篇，11 本 SSCI/SCI/A&HCI 审稿人。指导博士研究生 15 名，指导硕士研究生毕业 60 余名。多次受邀参加国际、国内会议并做主旨演讲 40 余场，有着丰富的科研及中英双语教学经验。主要教授课程包括澳门科技大学人文艺术学院数字媒体博士课程《互动媒体原则》，清华大学通识课《光电子学视角下艺术与科学的融合实践》，清华大学与意大利米兰理工及英国皇家艺术学院 Global Innovation Design (GID) 国际双学位课程《设计实践与科研方法论 Design Practice & Research Methodology》等。

Dr Bin Hu is an Assistant Professor at the Faculty of Humanities and Arts, Macao University of Science and Technology. He obtained his PhD from the Creative Industries Faculty at Queensland University of Technology. He is a discipline research leader, heading up Digital Arts and Design. Dr Hu is a design academic and researcher specializing in the application of participatory design for eHealth. His research interest is Artificial intelligence and Digital Twins, User Experience and Co-design in the Healthcare, Emotional Game Design and Digital Protection of Intangible Cultural Heritage, etc.

He advocates for interdisciplinary and cross-cultural design research and innovative practice, emphasizing user empathy and inclusive design to enhance user experience. He has been awarded the Tongjiang Scholar Reward Program, the Innovative and Entrepreneurial Talent in Jiangsu Province, and the International Exchange Plan for Chinese Postdoctoral Fellows. In 2015, he won a full scholarship from the China Scholarship Council and the Queensland University of Technology Postgraduate Research Awards (QUTPRA) in Australia. He has been involved in over ten national and provincial projects and has published over thirty academic publications in

international and domestic journals such as SSCI, A&HCI, and CSSCI journals. Dr Bin Hu has been invited to attend international conferences globally and has a wealth of research experience and bilingual teaching expertise.