

胡斌 副教授、博士生导师、博士后合作导师
Bin Hu Associate Professor, PhD Supervisor, Postdoc Co-Supervisor

澳门科技大学数字创新与人文教育研究中心 副主任
Deputy Director Digital Innovation & Humanities Education Center
通讯地址 Address: 澳门凼仔伟龙马路澳门科技大学人文艺术学院 R304
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研究方向 Research Interests:

人工智能驱动的情感交互设计、数智设计中的用户体验、智慧健康的人机协同设计
Artificial intelligence and Emotional Interaction Design, User Experience of Intelligent Design, Ai-Human Collaborative-Design for Healthcare.

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 PhD Queensland University of Technology, Creative Industries Faculty a)
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 Master of Digital Design with Honours, First Class, Griffith University
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
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	澳门科技大学人文艺术学院 副教授 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

Dec 2011 – Jul 2019

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. 澳门基金会《生成式人工智能时代下澳门文化符号的语义重构》，基金编号：MF-26-022-FA.
Principal Investigator (PI) Macao Foundation, *Semantic Reconstruction of Macao Cultural Symbols in the Era of Generative Artificial Intelligence*
Grant No. MF-26-022-FA
2. 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, \$30000 MOP.
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, \$30,000 MOP.
3. 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。
Sub-I, National Social Science Fund Art Key Project "Research on Chinese Animation Creation and Theoretical Innovation under the Construction of National Cultural Image" (Approval No.: 20AC003)
4. **Sub-I**, *Construction and Application Research of Narrative Scenes for "Digital Quanzhou" under the Metaverse Concept*, Young Scholar Project of Fujian Provincial Social Science Fund
5. **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' .
6. **PI**, 2024 Macau University of Science and Technology project 'Digital media product and intelligent system design research project based on user experience optimization' , Project number 1365.
7. **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.

8. **PI**, 2024 Shandong Provincial Social Science Fund "Practical Research on the Training of International Digital Twin Economic Talents" Project No. 24H202(Z).
9. **PI**, Fujian Provincial Social Science Fund "Research on Development Strategies for Quanzhou Immersive Cultural and Tourism Project" project Funding number FJ2023BF062.
10. **PI**, 2023 Soochow Social Sciences " Integrated Design Research of Smart Industrial Parks Based on Digital Cities" Project Funding Number: Y2023LX013
11. **PI**, 2023 Quanzhou Philosophy and Social Science Research Planning Funding "The Role of Female Talent in Promoting Rural Revitalization in Quanzhou City".
12. **PI**, 2023-Soochow University "Scenario Visualization and Interaction Design of Smart Construction Site Systems Based on Digital Twins" .
13. 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, \$30,000 MOP.
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.
14. **PI**, Soochow University Humanities and Social Science Research Project Fund - "Encryption Art Research" 22XM2004.
15. 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.
16. 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.

17. 参与 2017.09.11 澳大利亚科研理事会社科基金项目 ARC
Sub-I, Australia Research Council “Dealing with Industry Partners” .
18. 主持 2015.07.01 山东省艺术科学重点课题《中西方茶文化影响下对包装设计的比较研究》, 立项号: 1506279.
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.
19. 参与 2015.11.30 昆士兰科技大学科研委员会《确定可持续发展框架和关键变量: 为未来准备》QUT201513041.
Sub-I, QUT Research Council (ARC) Identifying Sustainability Framework and key variables: Preparing for the future. Project ID: QUT13041.
20. 主持 2013 济南大学社科基金项目主持人《视觉识别与校园文化形象》, 编号: X1250.
PI, Social Science Project at University of Jinan: Visual Identity and Campus Cultural Image, Project reference No. X1250.

学术发表、专著及教材 Academic Publication:

1. 胡斌、杨颖、吴现等《生成式人工智能时代下澳门文化符号的语义重构》, 译林出版社, In Process of publication.
2. Yang, Y. and B.*, Developing Children's Agency in Museum Learning: A Process-Oriented Study, *Sage Open*, **SSCI Q1**.
3. Hu, B., etc (2026). Designing a wayfinding system: a co-design approach for a Chinese oncology hospital. *CoDesign*, 1 – 21.
<https://doi.org/10.1080/15710882.2026.2662936>
4. Hu, B., Tao X., etc (2025). Graph transformer for link prediction on N-ary facts, Scientific Report, **SCI Q1 (Impact Factors 3.9)**.
5. 胡斌, 宋彦频等. 《多维感官的动态信息数字媒体传递: 从数据流变到感知重构》[J]. 《中国园林》, 2025, 41(11): 22-27.
6. Cheng, J., Chen, X., Hu, B.*, & Yang, X., (2025). Design of a VR Driving Training Interface Oriented Toward Optimizing Visual Attention Pathways: An Empirical Study Based on Multi-Metric Eye-Tracking. *International Journal of Human-Computer Interaction*, **SCI Q1 (Impact Factors 4.9)**.
7. 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 (Impact Factors 2.03)**.

<https://doi.org/10.1177/21582440251363689>.

8. 秦健, 刘泊君, 孟刚, 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.
9. Yao X., Hu, B.*, (2025). Automatic trailer generation for movies using convolutional neural network. *Scientific Reports, Nature*. 15, 7819. SCI Q1 (Impact Factors 3.9). <https://doi.org/10.1038/s41598-025-91084-y>.
10. 邵逸璇, 胡斌, 张樵鹤, (2025).《自我呈现: 亚文化中的“谷子设计”驱动力研究》, 《服装设计师》2025.NO. 05. DOI:10.20100/j.cnki.cn11-4548/ts.2025.05.005
11. 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>.
12. 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.
13. Yang, X., Hu, B., (2024). Research on Interactive Efficiency and Experience of Intelligent Education Platform, *International Journal of Human-Computer Interaction*, (Impact Factors 4.9).
14. Fang, J., Hu, B., (2024), Role of Serious Game in Improving Self-care Ability: One Case Study on Autistic Children, Cultura. *International Journal of Philosophy of Culture and Axiology*.
15. Cheng, J., Hu, B., (2024). Research on Intelligent Diagnosis and Treatment of Sleep Apnea Syndrome Driven by Health Big Data, *Proceedings - 2024 International Conference on Ubiquitous Computing and Communications*, 23rd International Conference on Computer and Information Technology and 7th International Conference on Data Science and Computational Intelligence, IUCC-CIT-DSCI 2024.
16. 郑丽虹、刘馨、胡斌*《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.
17. Hu, B., Guo, H., etc. (2024) Lightweight physics-based character for generating sensible postures in dynamic environments, IEEE Access, SCI Q1 (IF 4.1).
18. 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.
19. 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.

20. 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 <https://10.2352/J.ImagingSci.Technol.2024.68.4.040401>.
21. **胡斌**、郭慧、许才瑛《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。
22. 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**.
23. 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**.
24. 孟刚、李昭昶、郭慧、杨丹丹、**胡斌***（通讯作者）《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。
25. **Hu, B.**, Tao, X., etc. (2023). Construction of Digital Twin System for Cold Chain Logistics Stereo Warehouse, *IEEE Access*. **SCI Q1 (IF 4.1)**.
26. **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**.
27. 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)**.
28. 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)**.
29. Yang, X., **Hu, B.***, (2023). Visual Attention Quality Research for Social Media Applications: A Case Study on Photo Sharing Applications, *International Journal of Human-Computer Interaction*, **SCI Q1 (Impact Factors 4.9)**.
30. 孟刚、王勤康、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。
31. 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。
32. 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.
33. 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**.
34. 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**.
35. 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).
36. **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*.
37. **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>
38. **Hu, B.**, (2019), Design the Future of Healthcare: Prototyping an Interactive Hospital System for Promoting Healthcare Services, *Thesis Collection of the 5th Art and Science International Symposium*.
39. **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》.
40. **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.
41. **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/tpls.0902.06>
42. 胡斌《基于民族传统图形在现代可视化设计中的研究策略》, 《神州》, 2018 年 05 期。
43. 胡斌《基于视觉传达艺术发展的民族传统设计创新探讨》, 《人文天下》, 2016 年 01 期 64: 108-111. doi: 10.16737/j.cnki.rwtx81281190.2016.02.029
44. 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。

45. 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。
46. Hu, B. *, (2014), An Investigation into the Application of Traditional Chinese Visual Identity Applied to a Cultural Enterprise. *Griffith University Library Index*.
47. 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。
48. 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。
49. 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。

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。

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副教授、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 50 余篇，11 本 SSCI/SCI/A&HCI 审稿人。成功指导博士研究生毕业 2 名，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。

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.