

Shuyi Wang



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Teaching & Research Areas

Intelligent Visual Creation (AIGC); Game Design and Immersive Interaction (XR); Digital Humans (AI Agent)

Education & Work Experience

Macau University of Science and Technology Faculty of Humanities and Arts, Assistant Professor	2026 – Present
Communication University of China School of Animation and Digital Arts, Postdoctoral Researcher	2023 – 2026
Dong-eui University, Korea Ph.D. in Design (Visual Narrative)	2018 – 2022
Communication University of China M.A. in Art Design (Digital Media Art)	2012 – 2014

Academic Appointments & Professional Service

The 38th Hundred Flowers Awards, supporting event “AIGC Recommendation Unit”, Preliminary Juror

Beijing International Film Festival “AIGC Film Unit”, Executive Lead (16th); Deputy Secretary-General of the Academic Unit (15th); Preliminary Juror (14th)

San Diego International Kids’ Film Festival, Art Director of the Visual Unit (22nd); Juror of the Visual Unit (21st–23rd)

VINCI 2026 – The 19th International Symposium on Visual Information Communication and Interaction, Juror, Art & Media Gallery

Korea Global Broadcasting and Visual Media Symposium, Chief Professor

Network Technology and Intelligent Media Design Committee, Association of Fundamental Computing Education in Chinese Universities, Standing Committee Member

Digital Games and Esports Committee, Association of Fundamental Computing Education in Chinese Universities, Standing Committee Member

“Digital Art AI Think Tank”, AI Center, China Academy of Art, Inaugural Expert

Academic Publications

- [1] **Wang, S.**, & Ren, D. Maze, Miniature Garden and Testing Ground: Examining Landscape Experiences in Real-time Rendered Interactive Films. *Contemporary Cinema*, 2024(11): 111–118.
- [2] **Wang, S.**, & Shen, J. A Brainstorm on Esports: A Review of the Second China Media Salon. *Media*, 2024(6): 9–11.
- [3] Ren, D., & **Wang, S.** Embodied Participation and Intelligent Narrative: An Investigation of Metaverse Film Experience Centered on Six Degree-of-Freedom (6DoF) Virtual Reality. *Contemporary Cinema*, 2023(5): 158–165.
- [4] Liu, L., & **Wang, S.*** IP Image Products Design of Trendy Blind Box Based on Chinese Panda Culture. *Packaging Engineering*, 2025(8).

- [5] Zhang, Y., & **Wang, S.*** Evaluation of Aesthetic Value and Cultural Identity in the Digital Experience Design of Natural Heritage Museums Based on AHP-FCE. *Packaging Engineering*, 2026(24). (Accepted)
- [6] China Digital Human Influence Index Report (2024/2025/2026), compiled by the State Key Laboratory of Media Convergence and Communication and the Institute of Digital Humans, Communication University of China; Research Team Member (Co-editor).
- [7] Bing, Y., Tang, A. C., Zhang, Y., **Wang, S.**, Zhang, H., & Zhu, R. Distributed Flânerie: Electronic Orbits of Memory as a Spatial Soft Montage. *The 33rd IEEE Conference on Virtual Reality and 3D User Interfaces, XR Gallery*, 2026.
- [8] Bing, Y., **Wang, S.**, Tang, A. C., Wang, Siyun, & Zhang, Y. Fidelity as Forgetting: Rethinking Reconstruction in Neural Volumetric Media. *ACM Multimedia Systems Conference 2026*, 2026.
- [9] Bing, Y., Zhang, H., **Wang, S.**, & Zhang, Y. Return to the North: The Virtual Archaeology of Electronic Orbits. *ACM SIGGRAPH 2025 Conference Art Gallery*, 2025: 1–2.
- [10] **Wang, S.**, Huang, S., Chen, Y., Ren, D., Li, H., Gao, Z., Lyu, X., & Shidujaman, M. Enhancing Student Engagement Through AI-Driven Embodied Pedagogical Agents: A Comparative Study Informed by Self-Determination Theory. *Human-Computer Interaction International 2025, Lecture Notes in Computer Science*, vol. 15769, Springer, 2025: 194–213.
- [11] Bing, Y., **Wang, S.**, Zhang, Y., Yu, T., & Tang, A. C. Entangled Orbits: A Posthuman Framework for Collective Memory in VR. *The 20th ACM SIGGRAPH International Conference on Virtual-Reality Continuum and its Applications in Industry*, 2025.
- [12] **Wang, S.**, Song, L., Lyu, X., Ren, D., et al. Designing Generative AI-Driven Embodied Pedagogical Agents for Enhancing Student Engagement in Poetry Studies. *The 20th International Conference on Multimedia Information Technology and Applications*, 2024.
- [13] Bing, Y., Zhang, Y., **Wang, S.**, & Kim, C. Y. Immersive Narrative Visualization Based on Geographic and Architectural Digital Reconstructions. *The 20th International Conference on Multimedia Information Technology and Applications*, 2024.
- [14] Zhang, Y., **Wang, S.**, & Kim, C. Y. Research on the Identification and Evaluation of Aesthetic Value in Digital Displays of Natural Heritage Based on User Experience: A Case Study of the Wushan Natural Heritage Museum in China. *The 20th International Conference on Multimedia Information Technology and Applications*, 2024.
- [15] **Wang, S.**, Ren, D., & Lyu, X. Core Issues and Key Arguments of ChatGPT: Topic Mining and Sentiment Analysis Based on U.S. News Reports. *Image and Graphics, Lecture Notes in Computer Science*, vol. 14358, Springer, 2023: 176–185.
- [16] **Wang, S.**, Ren, D., & Kim, C. Visualization Analysis of Consumer Engagement Research Based on the Perspective of Knowledge Mapping. *Proceedings of the 2022 2nd International Conference on Human–Machine Interaction, ACM*, 2022: 36–46.
- [17] Zou, C., **Wang, S.**, & Kim, C. Y. The Influence of IWOM Information on WOM Intention in E-commerce Live Broadcast: The Moderating Role of Product Involvement. *Journal of Korea Multimedia Society*, 2022, 25(5): 721–729.
- [18] Zou, C., **Wang, S.**, & Kim, C. Y. The Influence of Internet Word of Mouth Information on Consumers' Purchase Intention in E-Commerce Live Broadcast. *Journal of Korea Multimedia Society*, 2022, 25(2): 335–344.
- [19] **Wang, S.**, Ren, D., & Kim, C. Y. Visualization Analysis of Theme Park Research Based on CiteSpace. *International Theme & Amusement Park Journal*, 2021, 2(2).
- [20] **Wang, S.**, Ren, D., Jeong, S. C., & Kim, C. Y. Research Status and Trends of Design Thinking: CiteSpace Analysis Based on Data from Web of Science Core Collection Database. *The 17th International Conference on Multimedia Information Technology and Applications*, 2021.
- [21] **Wang, S.**, & Kim, C. Y. Analysis of Mapping on Countries Cooperation of Film Visual Effects Based on CiteSpace. *Korea Multimedia Society Spring Conference*, 2021.
- [22] Ren, D., **Wang, S.**, & Kim, C. Y. Research on the Current Situation and Development Trend of Live Webcasting of Important Space Missions. *2020 8th International Conference on Orange Technology, IEEE*, 2020: 1–4.
- [23] **Wang, S.**, Ren, D., & Kim, C. Y. The Influence of Visual Effects Perception on Image Realism: A Comparison between Filmmakers and Audiences. *The 16th International Conference on Multimedia Information Technology and Applications*, 2020.
- [24] **Wang, S.**, & Kim, C. Y. Design of Pseudo-Environment in Public Space Based on Interactive Storytelling Theory. *Korea Multimedia Society Summer Conference*, 2020.

- [25] **Wang, S.**, & Kim, C. Y. The SWOT Analysis for the Construction of Children's Healing Pseudo-Environment Based on Interactive Technology. Korea Multimedia Society Autumn Conference, 2019.
- [26] **Wang, S.**, Ren, D., & Kim, C. Y. From 2D, 3D to XR: The Revolution of Visual Context. The 15th International Conference on Multimedia Information Technology and Applications, 2019.
- [27] **Wang, S.**, & Kim, C. Y. Construction of Children's Healing Pseudo-Environment Based on Interactive Technology. Korea Multimedia Society Spring Conference, 2019.
- [28] **Wang, S.**, & Kim, C. Y. Reconstruction of the Public Space Image Scene by Multiplayer Interaction Digital Media. Korea Multimedia Society Autumn Conference, 2018.

Representative Creative Works & Artistic Practice

Back to the North: The Virtual Archaeology of Electronic Orbits	2025 – 2026
XR interactive narrative, selected for ACM SIGGRAPH 2025 and IEEE VR 2026 Art Galleries	
Theatrical Film <i>Blooming Towards the Light</i>	2025
Visual Effects Producer	
Digital Drama <i>Jingyang Ridge</i> (National Centre for the Performing Arts)	2025
AIGC Art Director	

Awards

2026	Best XR Gallery Award (Honorable Mention), The 33rd IEEE Conference on Virtual Reality and 3D User Interfaces (IEEE VR 2026), Daegu, Korea
2025	Beijing Municipal Teaching Achievement Award, "First Prize"
2025	"National First-Class Undergraduate Course"
2025	The 10th Teaching Achievement Award of Communication University of China, "First Prize"
2025	The 15th Beijing International Film Festival, AIGC Film Unit Theme Competition, "Best Narrative Film"
2025	The 15th Beijing International Film Festival, AIGC Film Unit, University Category, "Excellence Award"
2024	Best Paper Award, The 20th International Conference on Multimedia Information Technology and Applications, Taipei, Taiwan, China
2024	San Diego International Kids' Film Festival, Visual Unit, AIGC Professional Category, "Best Short Film"
2024	The 1st Science and Technology Award of the CUC Association for Science and Technology, "First Prize for Outstanding Engineering Application" (Key Technologies and Industry Demonstration of Multimodal Interaction for AI Virtual Digital Humans)
2024	The 1st Educational Digital Human Competition, "Third Prize" (Integrated Innovation and Application of an AI Interdisciplinary Teaching Assistant)
2023	"CUC-Tencent Industry-Academia Collaborative Education Platform for Leading Digital Art Talents" selected as a Beijing Undergraduate Industry-Academia-Research Collaborative Education Platform (Core Member)
2023	Academic Contribution Award, Korea Multimedia Society
2022	The 17th Busan Image Festival, "Finalist Award"
2020	Best Paper Award, The 16th International Conference on Multimedia Information Technology and Applications, Yeosu, Korea
2020	The 8th National University Digital Art & Design Competition, "Outstanding Instructor Award"
2020	China University Student Advertising Art Festival, "Outstanding Instructor Award"
2019	Best Paper Award, Korea Multimedia Society Spring Conference 2019, Pohang, Korea
2018	The 16th BIEAF Asia Olympiad Image Design Competition, "Gold Award"
2018	The 2nd "Guoqing Cup" National University Art & Design Exhibition, "Outstanding Instructor Award" and "Second Prize for Teaching and Research Achievement"
2018	The 1st Jiangsu Provincial Animation and Digital Media Creation and Production Skills Competition, "Excellence Award"
2017	National University Art & Design Exhibition, "Outstanding Instructor Award"

Research Projects

- [1] Fundamental Research Funds for the Central Universities – Cultivation Program for Major National Projects: “Design Strategies for Virtual Streamers to Enhance User Acceptance”, Principal Investigator
- [2] Baidu Industry-Sponsored Project: “Development of the Baidu Young Li Bai AI Agent”, Principal Investigator
- [3] Jiangsu Universities Philosophy and Social Science Research Project (General): “Construction of Pseudo-Environments in Indoor Public Spaces Based on Interactive Narrative Theory”, Principal Investigator
- [4] Tencent Industry-Sponsored Project: “Joint Cultivation Program for Leading Digital Art Talents”, Sub-project Leader
- [5] National Social Science Fund of China, Art Studies (General): “Multimodal Interaction Design Based on Spatial Computing”
- [6] Ministry of Education Humanities and Social Sciences Project: “Innovative Design of Digital Human Pedagogical Agents Empowered by Generative AI”
- [7] Ministry of Education First Batch of New Liberal Arts Research and Reform Projects: “Innovation and Practice of Collaborative Education Mechanisms for Digital Media Programs”
- [8] Ministry of Education National Virtual Simulation Teaching Innovation Laboratory: “Virtual Simulation Teaching Laboratory for Digital Human Design and Production”
- [9] Science and Technology Commission of the Central Military Commission, Advanced Technology R&D Project: “Digital Humans Based on Meme Generation and Multimodal Interaction”
- [10] Ministry of Agriculture and Rural Affairs Project: “Virtual Simulation Research: Animated Reconstruction of the Capsizing of the Lupeng Yuanyu 028”
- [11] National Occupational Standard Development Project: “Generative AI Animation Producer”
- [12] Sinopec Industry-Sponsored Project: “Sinopec AIGC Brand Short Film Production”
- [13] Tencent Industry-Sponsored Consulting Project: “Frontier Research on the Game AI Industry”
- [14] Tencent Industry-Sponsored Collaboration Project: “Tencent Video × Beijing International Film Festival AIGC Film Unit”
- [15] Wanda Industry-Sponsored Project: “Technology R&D and Production Services for the Wanda Interactive Film-Game Project”
- [16] SenseTime Industry-Sponsored Collaboration Project: “SenseTime × 16th Beijing International Film Festival AIGC Unit”
- [17] Alibaba Industry-Sponsored Collaboration Project: “Tongyi × 16th Beijing International Film Festival AIGC Unit”
- [18] Beijing International Film Festival Industry-Sponsored Project: “Sinopec Theme Competition of the AIGC Unit”
- [19] Fundamental Research Funds for the Central Universities: “Audience Experience and Narrative Design of 3D Embodied Interactive Imagery”
- [20] CUC State Key Laboratory Special Project: “AI-Based Generation Methods for Traditional Chinese Design Elements”
- [21] CUC Artistic Creation Enhancement Project: “AIGC-Empowered Creation of the Digital Human Drama *Jingyang Ridge*”
- [22] Fundamental Research Funds for the Central Universities: “Design and Development of Digital Virtual Humans of Famous Chinese Historical Figures”
- [23] Fundamental Research Funds for the Central Universities: “Integration and Challenges of Esports and Cultural Communication: Industry-Education Integration”
- [24] 2019 Jiangsu Universities Philosophy and Social Science Research Project (General): “Micro-Animation in Party and Government Publicity in the New Media Era”
- [25] Korean Government Planning Laboratory Project: “CMF Convergence Design Development Platform for Cutting-Edge Fashion Products”
- [26] Jiangsu Universities Outstanding Innovation Team in Philosophy and Social Sciences (Cultivation): “Development Bottlenecks of the Jiangsu Animation Industry”