

HUIQUN XU

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EDUCATION

LCC, UNIVERSITY OF THE ARTS LONDON

London, UK

Master of Arts in Art Direction

Sep 2022 - Feb 2024

- Exploring the application of visual storytelling, and spatial interaction design in art direction.
- Thesis: *Fading Voices: Exploring Dialect Erosion of Language in Modern Contexts*
- Supervisors: Dr. Bruna Ferreira Montuori and Dr. Jordan Jon Hodgson

SCHOOL OF EXPERIMENTAL ART, TIANJIN ACADEMY OF FINE ARTS

Tianjin, CN

Bachelor of Arts in Digital Media Art

Sep 2017 - Jul 2021

- Specialized in digital media design, including interaction and graphic design, and multimedia applications.
- Awarded First Prize in “Love for Hometown” scholarship-based creative competition (2018).
- Conducted field investigations and authored detailed reports as part of the project Integration of Tianjin Traditional Culture and Modern Projection Mapping Art.
- Supervisors: Dr. Zhiqiang Li, Dr. Xiaodong Jiang and Dr. Tong Li

AWARD

CHAIRE EN ÉCONOMIE CRÉATIVE & MIEUX ÊTRE

Montreal, QC

Selected for Scholarship

2024

- Selected for the CREAT Chair Scholarship in Quebec, for contributions to interdisciplinary research in digital art and interaction design, and proposed research on game design and gamification.

“NEW ERA” HYUNDAI AUTO CUP SHORT FILM COMPETITION

Beijing, CN

National Third Prize

2018

- Produced the documentary *The Taste of New Year Paintings*, featuring an interview with the Yang family, inheritors of a UNESCO-recognized Master of Arts and Crafts.

EXPERIENCE

NEW STUDIO MEDIA GROUP

Beijing, CN

Web Design Intern

Jun 2019 - Sep 2019

- Supported web design projects, including tasks related to package design, poster design.
- Contributed to creating user-friendly interfaces and visual assets for short videos and internet films, ensuring cohesive branding and engaging user experiences.

WEIFANG DAILY

Weifang, CN

Media Researcher Intern, Graphic Design Intern

Jul 2018 - Aug 2018

- Conducted market research, analyzed audience preferences, collected and organized media content from multiple sources, and drafted concise reports to support content and marketing strategies.
- Assisted in creating graphic assets for editorial content, including infographics and layout designs, to enhance visual communication and audience engagement.

PROJECTS

MOBILE APP: *HENINN*

Ottawa, ON

Independent Application of Virtual Gallery

2024

- Designed and developed an interactive platform merging technology and art to showcase my creative projects, currently available on Apple App Store and set to launch on other platforms.
- Available at: apps.apple.com/app/id6477367220

DIGITAL INSTALLATION: *WEIFANGESE CADENCE*

London, UK

Independent Project

2024

- Conceptualized, designed, and implemented a digital installation leveraging technology and art to revitalize the endangered Weifangese language, showcasing my creative expression and cultural preservation efforts.
- Available at: heninn.com/weifangese-cadence-ii