
Xiaoxia Chen

Interactive Media & Visual Designer

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PROFILE

Interactive media and visual designer with an MA in Art and Science from Central Saint Martins, University of the Arts London. Experience spans animation storyboarding, augmented reality, projection mapping and digital interface design, supported by a background in experimental media art and collaboration with technical teams. Seeking specialist training in 3D character animation, performance and real-time storytelling through the NFTS MA in Animation for Film and Games.

EDUCATION

University of the Arts London

Central Saint Martins | MA Art and Science

Master of Arts awarded.

Sep 2022 - Jul 2024

London, UK

Central Academy of Fine Arts

Art and Design | Experimental Media Art

Sep 2006 - Jul 2010

Beijing, China

PROFESSIONAL EXPERIENCE

Smorobot Technology Co., Ltd.

Brand Design Director | Part-time

Mar 2024 - Dec 2025

- Led the brand's visual direction, translating technology and product information into clear visual concepts and communication materials.
- Oversaw concept development, visual guidelines and design execution to maintain consistency across brand touchpoints.

Qiling Digital Technology

Senior Media Manager

Aug 2019 - Nov 2021

- Designed motion and interactions for AR products, creating interactive multimedia storytelling experiences.

iHANDYSOFT

Senior UI Designer

Jan 2016 - Jul 2019

- Contributed to UI, visual and interaction design, including motion-based interactions, for utility and social applications targeting international markets.

PROFESSIONAL EXPERIENCE / CONTINUED

Beijing Pulses Information Technology Co., Ltd.

Nov 2014 - Nov 2015

Visual & Multimedia Designer

- Created visual designs and motion-based multimedia content for marketing, operations and e-commerce teams, supporting external communications.

Leovation

Oct 2012 - Oct 2014

Multimedia & Animation Designer

- Developed project concepts, visual designs and UI/UX designs for interactive multimedia experiences.
- Created animation storyboards and shot breakdowns to translate creative concepts into production plans.
- Coordinated with technical teams to deliver augmented reality, projection mapping and interactive multimedia projects.

SELECTED WORK & AWARDS

Flow of Mind

Jun 2010

Graduation project | Central Academy of Fine Arts

- Awarded Second Prize at the “Journey of a Thousand Miles” exhibition of outstanding 2010 graduate work.
- Held in the permanent collection of the CAFA Art Museum.

Collaborative Short Film

May 2009

Academic First Prize | Central Academy of Fine Arts

- Contributed to a 30-minute student film awarded First Prize in a course project.

ADDITIONAL CREATIVE EXPERIENCE

Dream Workshop

Sep - Oct 2009

Interdisciplinary creative project | British Embassy

- Researched sleep and dreaming within a multidisciplinary team, contributing to creative concept development and a final design proposal.

Artist's Assistant

Sep 2008 - Oct 2009

Beijing, China

- Supported artists with digital concept drawings, fabric painting and acrylic painting.

SKILLS & TOOLS

Creative practice	Concept development, animation storyboarding, visual design, UI and interaction design, multimedia project planning, interdisciplinary collaboration.
Interactive media	Unity, TouchDesigner
Motion & editing	Adobe After Effects, Adobe Premiere Pro, Final Cut Pro
Visual design	Adobe Photoshop, Adobe Illustrator, Affinity Designer