

# WEI Lai

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## Education

- 2019 - Present **PhD. Candidate, School of Design, The Hong Kong Polytechnic University, Hong Kong SAR, China.**  
Specializing in Designing Gestural Pedagogical Agents and Virtual Learning Platforms.
- 2013 - 2015 **MA., Central Saint Martins, University of the Arts, London, London, UK.**  
Specialized in Designing Character Animation, Illustration, and Film Producing.
- 2008 - 2012 **BA., College of Animation and Digital Arts, Communication University of China, Beijing, China.**  
Specialized in Designing Animation, Digital Arts and Hand Drawing.

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## Experiences in Universities

- 2017-2023 **Lecturer, Visual Communication Design (BA), Arts College, Chongqing University of Education, Chongqing.**  
Subjects include Film and Moving Image Design, Animation Design, Post Editing, User Experience Design, User Interface Design, Fashion Photography, and Illustration.
- 2019-2022 **Teaching Assistant, Interaction Design (MDes), The Hong Kong Polytechnic University, Hong Kong SAR.**  
Subjects include Concept Workshop and Research and Analysis for Design.
- 2019-2022 **Teaching Assistant, Interactive Media (BA), The Hong Kong Polytechnic University, Hong Kong SAR.**  
Subjects include Visual Thinking, User Experience Design, Interface Design, Studio 1, and Studio 2.
- 07-09.2023 **Research Associate, Consultancy Services for Well-Being Design Guide in Public Housing Development, The Hong Kong Polytechnic University and Architecture Commons, Hong Kong SAR.**  
Responsible for survey design, literature review, and survey analysis.
- 06-12.2022 **Research Assistant, The Challenges and Opportunities in AIoT UX Design: A Comparison Study of AIoT, IoT and Conventional Healthcare Appliances, The Hong Kong Polytechnic University, Hong Kong SAR.**  
Responsible for literature review, experiment design, and UI design.
- 2021-2023 **Hall Tutor, Student Affairs Office, The Hong Kong Polytechnic University, Hong Kong SAR.**  
Responsible for the matters related to hall administration and residential education in the Student Halls of Residence.
- 2017 **Office Secretary, Visual Communication Design (BA), Arts College, Chongqing University of Education, Chongqing.**  
Participate in annual audits of teaching appraisal and statistical work.

- 2016 **Lecturer, Visual Communication Design (BA), Chongqing Vocational College of Art and Engineering, Chongqing.**  
Subjects include Film and Moving Image Design, Film Language, and Illustration.

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## Experiences in Industry

- 2017-2022 **Visual Designer, Chongqing University of Education, Chongqing.**  
Responsible for publicity film design and visual identity design.
- 2019 **Animator, Minsheng Bank, Beijing.**  
Responsible for film making.
- 2017-2019 **Consultant and Instructor, Art Creativity Global, Chongqing.**  
Responsible for industry counselling and training programs.
- 2017 **Cinematographer, Fwong Makeup and Styling Studio, Chongqing.**  
Responsible for film making.
- 2017 **Visual identity designer, Cube Art Centre, Chongqing.**  
Responsible for logo and poster design.
- 2016 **Filmmaker, Dr.Ray Ltd, Zhuhai.**  
Responsible for post production.
- 2016 **Animator, Reorder Film Production Studio, Berlin.**  
Responsible for experimental film making.
- 2014 **Stop-motion Designer and Animator of Now They Are Here, Now They Are Not, English National Opera, London.**  
Responsible for designing stop-motion and experimental film making.
- 2014 **Visual designer and filmmaker of post production, Streetstories Social Network Co., London.**  
Responsible for publicity film design and visual identity design.
- 2014 **Filmmaker of Adverse Reaction, The Old Operating Theatre, Museum Herb Garret, London.**  
Responsible for experimental film making.
- 2009 **Design Assistant, Zendai Art Centre, Shanghai.**  
Responsible for magazine cover design.

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## Publications

- 2023 **When Gestures and Words Synchronize: Exploring A Human Lecturer's Multimodal Interaction for the Design of Embodied Pedagogical Agents, Lai Wei, Kenny K. N. Chow.**  
In Companion Publication of the 2023 Conference on Computer Supported Cooperative Work and Social Computing (CSCW '23).
- 2023 **How students perceive lecturers' gestures? An exploration in gesture-meaning matching toward embodied pedagogical agent design, Lai Wei, Kenny K. N. Chow.**  
The 10th International Association of Societies of Design Research Congress (IASDR '23)

- 2022 **Who Shapes the Network of a Pedagogical Space? Clues from the Movements in the Physical Places**, *Lai Wei, Kenny K. N. Chow.*  
Advances in Mobile Computing and Multimedia Intelligence: 20th International Conference, MoMM 2022
- 2022 **Interface, Pedagogical Agents and Chatbox in Virtual Learning Environments: An Eye Tracking Experiment**, *Lai Wei, Kenny K. N. Chow.*  
The ninth Congress of the International Association of Societies of Design Research.
- 2019 **Researching on 'Five-Dimensional' Assessment and Evaluation System of Illustration Design**, *Lai Wei*, New Generation.
- 2019 **Investgating the Use of Folk Art Elements in Domestic Animation Films]**, *Lai Wei*, New Generation.
- 2018 **The Practicability of Dynamic Image Design to Visual Education in the Context of Contemporary Visual Culture**, *Lai Wei.*  
Proceedings of 2018 3rd International Conference on Education Research and Reform.
- 2018 **Media-Friendly Medium Prospection -Discussing the Leading Future of Animation Typology**, *Lai Wei*, 2018 China Youth Animation Scholars Forum.

### Research Grant Projects

- 2022 **Co-investigator, Chongqing Museum Cultural Tourism Cultural and Creative Product Design Institute.**  
University-level project
- 2020 **Co-Principle Investigator, Design and development of data visualization-based learning analysis system.**  
The Science and Technology Research Project of the Municipal Education Commission.
- 2019 **Principle Investigator, 'Five-Dimensional'assessment and evaluation system of Illustration Design**, University-level project.
- 2019 **Co-investigator, Research on visual design based on children's color cognition**, University-level project.
- 2019 **Co-investigator, Research on the improvement paths and strategies for the development of children's art education in poverty-stricken areas under the background of Internet + education**, University-level project.
- 2019 **Co-investigator, '1+1+1'experiential teaching mode of fashion design**, University-level project.
- 2017 **Co-investigator, Speciality visual communication design department.**  
Municipal-level project.

### Awards

- 2021 **Best Presenter Award, the 12th PhD Colloquium on Design Research**, *Tsinghua University's Academy of Arts and Design, Beijing.*
- 2019 **Primary Selection, The 13th National Exhibition of Fine Arts, China.**
- 2016 **The Second Place of the Best 2D Animation, Animex Awards**, *New York.*
- 2016 **Semi-Finalist, International Open Film Festival**, *New York.*

- 2015 **The Second Place of the Best 2D Animation, The World Animation Celebration, California.**
- 2015 **Official Selection, to British Animation Awards, London.**
- 2015 **Semifinalist, Adobe Design Achievement Award.**
- 2015 **Official Selection, Taiwan International Children's Film Festival, Taiwan.**
- 2015 **Official Selection, China Independent Animation Film Forum, Nanjing.**
- 2015 **Official Selection, Lascitolablu ENJOY! Animation Film Festival, Italy.**
- 2015 **Official Selection, AnimaSyros International Animation Festival, Greece.**
- 2015 **Official Selection, India International Children's Film Festival, India.**
- 2015 **Official Selection, Near Nazareth NN Festival.**
- 2015 **Official Selection, Blackbird Film Fest.**
- 2015 **Official Selection, Chinese Women Film Fest.**
- 2015 **Official Selection, Queen City Film Festival.**
- 2015 **Official Selection, Visionaria Film Fest.**
- 2015 **Official Selection, Title Ruse Film Festival.**
- 2015 **Official Selection, IN. S. A. N. E. Animation Film Festival.**
- 2012 **Mentioned Award, China Graduate Animation Competition, Beijing.**
- 2012 **Mentioned Award, China Animation Competition in Beijing Film Academy, Beijing.**
- 2012 **Mentioned Award, Sichuan Film Festival, Chengdu.**
- 2012 **The Second Place, MLBTM graffiti Competition.**
- 2008-2012 **The Outstanding student, Communication University of China.**
- 2008-2012 **The Third-class scholarship, Communication University of China.**

## Exhibition

- 2019 **A Technological Perspective on Fashion Design, First China Fashion Industry Innovation and Entrepreneurship Conference, Hangzhou.**
- 2019 **iSTART Children's Art Festival, A4 Museum, Chengdu.**
- 2019 **Independent Animation Film Screening, The Post Mountain Gallery, Beijing.**
- 2019 **24 Frames Childhood, Chengdu Contemporary Image Museum, Chengdu.**
- 2019 **+8 Chinese Independent Animation Screening, A4 Art Museum, Chengdu.**
- 2015-2016 **Taiwan International Children's Film Festival, Taiwan.**
- 2014 **CUT' in The Old Operating Theatre, Museum Herb Garret, London.**

## Conferences

- 2023 **the Conference on Computer Supported Cooperative Work and Social Computing (CSCW '23), minneapolis,US.**
- 2023 **International Association of Societies of Design Research Congress 2023, Milan, Italy.**

- 2022 **Mobile Computing and Multimedia Intelligence: 20th International Conference, MoMM 2022**, *Virtual Event*.
- 2021 **The 9th Congress of the International Association of Societies of Design Research**, *Hong Kong SAR*.
- 2021 **The 12th PhD Colloquium on Design Research**, *Beijing*.
- 2019 **'Wide Vision' International Forum of Visual Culture 2019: The View of Cross-disciplinary**, *Guangzhou*.
- 2018 **Animation Scholars Roundtable Forum (Chengdu) and Western Universities Students Animation Festival Academic Proseminar**, *Chengdu*.
- 2018 **The 3rd Annual Conference of Chinese Animation Studies**, *Chengdu*.
- 2018 **China Youth Animation Scholars Forum**, *Beijing*.
- 2018 **The 3rd International Conference on Education Research and Reform**, *Macao*.
- 2018 **UI/UX Conference China**, *Shanghai*.
- 2018 **Visualization and Visual Analytics Conference**, *Beijing*.
- 2016 **International Experimental Animation Forum**, *Chongqing*.

## Skills

- Languages **Mandarin, English**, R Programming language.
- Research Methods **Mix Methods**, Lab Experiment, Discourse Analysis, Multimodal Discourse Analysis, Case Study, Semi-structured Interview, Survey, Thematic Analysis, Speech Analysis in Phonetics, Corpus Analysis.
- Design Methods **User-Centred Design**, Eye Tracker, User Experience Design, User Test, Participatory Design, Laddering Interview.
- Research Tools **Data Viewer for EyeLink**, CLAN, ELAN, Microsoft suite, NVivo, Praat, Prism 9, R, SPSS, VOSviewer.
- CAD Tools **Adobe suite**, Cinema 4D, Draw.io, Figma, Final Cut Pro, Nomad, Procreate, Reality Composer, TVPaint.