

SHIRUI FU

Academic CV | HCI, Interactive Media, and Design Research
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RESEARCH INTERESTS

Human-AI Interaction; Human-Computer Interaction; Relational AI; Interactive Media; Research through Design; Human-Robot Interaction

EDUCATION

MA Illustration Kingston University, UK	2024-2025
Distinction (71/100); Extended Research Project: MOUNTAINS.	
Graduate Diploma in Creative Practice (Pre-Master's) Kingston University, UK	2023-2024
Distinction (78/100); ranked first in cohort.	
BA Visual Communication Birmingham City University, UK	2019-2023
First Class (74/100); ranked third in cohort.	
BA Visual Communication Wuhan Textile University, China	2019-2023
86/100; Outstanding Graduate; two-year merit scholarship recipient.	

SELECTED RESEARCH AND DESIGN PROJECTS

Relational AI Companion Performance System Independent Research Prototype	2025-Present
- Developed a web-based relational AI companion research probe integrating persistent tagged memory, evolving relationship and personality state, proactive interaction, Live2D performance states, multimodal input/output, and system logging. - Structured the system to support future manipulation of candidate parameters including memory specificity, initiative, timing, personal address, and verbal-performance congruence. - Currently extending the research platform toward a small humanoid embodied probe, with a separate local control layer for motion safety and execution acknowledgement.	
MOUNTAINS MA Research Project	2024-2025
- Combined literature and legal-case research, field inquiry, semi-structured interviews, documentary practice, and reflective analysis to examine forced marriage and trafficking in mountainous regions. - Translated the research into a first-person visual novel and documentary project, using interactive narrative to examine tensions between structural constraint and individual agency.	
Relationship-Oriented Game Performance and Staging Design Professional Design Case	2024-2025
- Specified character animation, facial expression, effects, spatial positioning, and performance timing for relationship-oriented game scenes; produced demonstration videos for narrative pacing and emotional continuity. - This practice informs the analysis of candidate relational configurations without treating published games as evidence of causal mechanisms.	
Game Combat Rhythm and Narrative Staging Analysis System Design Case	2024
Analysed more than ten combat nodes in Dynasty Warriors and developed a pacing model spanning build-up, climax, and recovery; used the model to refine rhythm and performative staging.	

PROFESSIONAL EXPERIENCE

Creative Planner Beijing Jiangyu, Top Heroes Project	May 2026-Present
- Co-developed a full-pipeline web tool connecting AI-assisted image generation, voiceover, and video production across ChatGPT, Gemini, Seedance, and ElevenLabs; developed LLM and agent workflows for script generation and batch stylisation, reducing the production cycle by approximately 40%. - Authored more than 50 narrative and gameplay-driven storyboard scripts for UE-rendered and AI-generated video, with detailed staging and performance references for outsourcing and VFX teams.	
System Designer Intern Alibaba Group, Codename: Kite Project	Apr-Jul 2024
- Designed a component-level accessory interaction system in which character-specific items triggered distinct responses, including interaction requirements, 3-5 second performance specifications, and placement configuration. - Conducted competitive analysis of relationship-oriented narrative games and produced recommendations concerning retention, monetisation, and event design.	

Freelance Music Visual Designer

2020-2023

- Created visual identities, covers, EP visuals, and campaigns for musicians with audiences of 300,000 to 1.7 million and for independent brands.

Co-founder and Art Director | ChinHubs Student Trading Platform

2021-2022

- Designed the visual system and WeChat Mini Program interface; the platform reached more than 20,000 users and secured over RMB 700,000 in investment.

SKILLS

Research methods: Research through Design; reflexive thematic analysis; semi-structured interviews; field inquiry; documentary and reflective research; interactive prototyping

Agent and production workflows: LLM API and agent-workflow integration; persistent memory and relationship-state design; multimodal interaction; system logging; AI-assisted image, voice, and video pipelines

Interactive systems and tools: UE5 Blueprint and Behavior Trees; Live2D; TonyPi platform; Figma; Axure; MasterGo; ElevenLabs; Adobe Photoshop, Illustrator, and Premiere Pro

Design practice: Narrative system design; performance staging; interaction design; game pacing; cross-media production; video shooting and editing

Languages: Mandarin Chinese (native); English (proficient; BA and MA completed in the UK)

SELECTED AWARDS AND SERVICE

Volunteer, Kith & Kids Autism School, UK (2023-2025; 200+ hours). Supported children with autism through play, visual prompts, gestures, and non-verbal communication.

- Nominee, Academic Impact Award, Kingston School of Art, 2024
- Outstanding Graduate, Wuhan Textile University, 2023
- National Second Prize, Milan Design Week China University Design Exhibition, 2022
- National Bronze Prize, China College Students Internet+ Innovation and Entrepreneurship Competition, 2021
- Downing Enterprise Award, Cambridge, 2021