

Aaron (Zejing) Wang

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EDUCATION

University College London

Sep 2022 – Jun 2025

Media, Game and Interactive Design Pathway, BA with Honours (GPA: 3.9/4.0)

London, UK

UCL Faculty of Education and Society Undergraduate Scholarships for Excellence Awardee (1st of Faculty, 1/1300)

Core courses: Interactive Media Design and Production, Digital Economy & Marketing, Cinematic Art, Media Research & Theory (Fan Culture, Media Text Analysis, User Behavior Research) Media Art/Practice Base Research

Stanford University

Visiting Student

Jun 2023 – Aug 2023

Core courses: Game Theory & Marketing, Programming (Python)

Palo Alto, USA

RESEARCH EXPERIENCE

Practice-based Research: Emotional Weather

Lead Researcher, Unreal Engineer

- **Case Study Research:** Explored the impact of weather systems on player emotions through multisensory interactions, analyzing both static art (Ivan Shishkin's "Rain in the Oak Forest") and dynamic games (Red Dead Redemption 2)
- **Technical Development:** Used multimodal analysis and computer graphics techniques (ray marching, particle systems) to develop a real-time weather simulation system and examine its emotional impact by generating new artwork

Practice-based Research: The Silence

Lead Researcher, Programmer, Unity Engineer

- **Historical Analysis:** Studied historical examples like MeToo movement and the White Paper Revolution; applied theories such as the Spiral of Silence, Consensus Manufacture, McLuhan's Media Theory, and Group Psychology to explore how breaking silence leads to social change and global development
- **Technical Development:** Developed an interactive media system on the theme of silence and resistance

Research on the Influence of Search Engines and Algorithmic Surveillance on User Behavior

Lead Researcher

- **Theoretical Application:** Applied Giddens' structuration theory and Foucault's panopticism to explore the relationship between algorithms, government regulation, and user behavior on digital platforms
- **Methodological Flexibility:** Combined self-ethnography, interview analysis to investigate the relationship between user behaviour and algorithm in the digital space

Research on Media Dynamics in Social Change

Lead Researcher

- **Comparative Analysis:** Compared the role of media in the U.S. Civil Rights Movement (1950s-1960s) and the White Paper Revolution (2022), exploring how media influenced social struggles and rights movements in different contexts
- **Media Analysis:** Applied McLuhan's media theory, Castells' network power theory, and Foucault's theory of surveillance to study the communication patterns of traditional TV media and digital media during different social movements

PROJECT EXPERIENCE

- **Emotion:** Designed and exhibited a non-traditional game where emotions shape quest environments; explored decision-making dynamics influenced by emotions and the potential for addiction when addictive substances are introduced
- **The Prismia:** Developed a click-based children's game featuring a crystal ball world; designed using HLSL for mechanics and shaders, managed all Unity-related tasks
- **Stratford Wonderland:** Developed an abandoned amusement park in VR to raise environmental awareness, optimized for Meta Quest; managed all Unreal Engine tasks

WORK EXPERIENCE

Tencent Games

Aug 2024 – Sep 2024

Technical Game Designer

Shenzhen, China

- **Game Design & Development:** Utilized Unreal Engine 4 to design and develop game modules for a large-scale MMO project, including technical implementation, gameplay mechanics, narrative design, and prototype development
- **User Research:** Conducted user research and analysis, gaining insight from in-game data; integrated player feedback and data insights to increase player retention and optimize game design
- **Competitor Analysis:** Conducted competitive analysis by breaking down and analyzing gameplay, narrative and art design of other games, reporting to the corresponding department

Arebyte Gallery

Sep 2023 – Apr 2024

Game Creator and Exhibition Curator

London, UK

- **Creative Design:** Extracted the concept of "emotion" as a medium to create a deeper understanding of how emotions connect the body, mind, and soul, to align with the exhibition theme
- **Exhibition Curation:** Contributed to the planning and execution of the exhibition by designing creative lighting and display arrangements for the booth
- **Project Development:** Developed an interactive media system for the "Body, Mind, and Soul" exhibition in five months using Unity, Blender, and programmed in C# and HLSL, attracting over 1000 visitors in three days

UCL School of Management Documentary

Sep 2023 – Dec 2023

Cinematographer

London, UK

- **Creative Content Creation:** Conceptualized and produced a series of interview podcasts and documentaries; operated three cameras to ensure high-quality visual content for the productions
- **Project Coordination:** Managed and coordinated venue bookings, ensuring smooth progress throughout the production

INTERESTS & SKILLS

- **IT Skills:** Game Engines & Design Tools (Unity Engine, Unreal Engine, Blender) Programming Languages (Python, C#, HLSL, CG Program), Adobe Creative Suite, Git, Final Cut Pro, Logic Pro, Figma
- **Interests: Videography:** documentary filming has won national awards; **Volunteering:** over 100 hours of volunteering experience; **Independent content creation:** created content viewed by 10k+ people