

YifeiLi

EDUCATION

- Sapienza University of Rome** — Rome, Italy *Nov 2023 — Present*
Ph.D. of XR & AI & Healthcare, Computer Science
- Goldsmiths, the University of London** — London, U.K *Sep 2021 — Nov 2022*
Master of Arts in Virtual & Augmented Reality, Computing | Pass with distinction
Key Courses: Virtual Reality Programming, Programming for Game Engine, Advanced Modelling and Animation, Augmented and Mixed Reality, Advanced Topics in VR
- Peking University** — Beijing, China *Sep 2016 — Jun 2020*
Bachelor of Literature in Advertising, Journalism and Communication | GPA 3.4/4.0
Key Courses: Journalism Theories, Communication Research Method, Psychology of Advertising, Creative Communication Management
Award: the "Outstanding Graduate" award of School of Journalism and Communication, Peking University

PROFESSIONAL EXPERIENCE

- Sapienza University of Rome** *Nov 2023 — Present*
Ph.D. of XR & Healthcare **Rome**
- Participated in the VITA project, aimed at enhancing cognitive and physical abilities in elderly individuals through dual training in an AR environment. Developed AR scenes in Unity for various physical exercises such as squats and push-ups. Implemented features to ensure correct exercise performance by tracking head and hand movements, counting exercise duration as a score. Integrated speech-to-text and text-to-speech APIs to record and analyze users' voices during cognitive training, focusing on tasks like word repetition and identifying correct animal words. Presented the AR demo titled "Dual Cognitive/Motor Training in Augmented Reality" at the ACM 2024 Conference in Genoa on Thursday, June 6, from 11:30-13:00. Publication: [Dual Cognitive/Motor Training in Augmented Reality](#)
 - Conducted the systematic literature review of Locomotion Techniques for Lying & Sitting Positions in Virtual Reality, Prepared groundwork for future research on designing specialized exercises and immersive scenes for VR interaction, which aims to develop VR solutions that enhance the effectiveness of healthcare assistance.
 - As for my PhD direction, I have planned research on generating 3D scenes using large language models (LLMs), and developing virtual agents designed to provide healthcare assistance in daily life. I also want to combining these elements to create augmented reality (AR) environments that enhance healthcare support.
- Department of Data Science in Mesmerise VR** *Nov 2022 — Oct 2023*
VR UX Researcher **London**
- Work with the Data Science Team to craft visually rich and engaging user experiences and interfaces for a diverse range of features in VR social and resilience applications in Unity 3D.
 - Collaborate with the User Research team and work closely with Platform and Customer Experience teams, working on consistently refining the current UI and UX design, programming and debugging for the VR Virtual assistant, and carrying out some research and data analytics in XR and AI fields.
 - Projects I work on: VR Social application UX Research and Design, VR Virtual assistant Programming (Embodied AI agent), VR Resilience Research (Heart rate and Respiration model)
- Department of Psychiatry, University of Oxford** *May 2022 — Oct 2022*
VR Researcher **Oxford**
- Worked on a research project about the anxiety triggered in the driving process. Built the Driving Simulator in a Virtual Reality environment on the basis of Steam VR and HTC vive.
 - Built the high-fidelity city environment in VR with AI traffic systems (AI-driven vehicles and

pedestrians), and procedurally generated buildings.

Used Logitech G920 Steering wheel and Pedals to simulate a real driving environment.

Used SRanipal Runtime in HTC vive to collect Eye-tracking data.

- Design the experiment and collect & analyze the data.
- Wrote the thesis " Feasibility of Using VR Driving Simulator in Therapeutic Settings for Driving-related PTSD: An Experimental Test "(under review).

**JD.com- Marketing Department - communication integrated marketing
Brand Marketing Strategist**

Aug 2019 — Dec 2018
Beijing

- Wrote advertising copy for the cooperation project between mobile phone brands and JD, supervised and modified the advertising scheme and finished video posters.
- Responsible for the marketing and promotion of mobile phone brands, including online and offline advertising, cooperating with Bilibili/Weibo/WeChat and other platforms, and carrying out soft advertising promotion in the form of creative contests and fun popular science videos.
- Building the brand image of JD and operating popular science videos and self-owned IP cartoons and other brand marketing projects on Weibo.

**ByteDance, Tiktok advertising & Glory mobile advertising marketing
Advertisement Strategist**

Mar 2019 — Jun 2019
Beijing

- Joined ByteDance advertising and marketing internship, served as the team leader, responsible for planning marketing and promotion of Honor V20 mobile phone, and connecting with Honor and ByteDance advertising department.

LEADERESHIP EXPERIENCE/SCHOOL ACTIVITIES

VR/AR Projects Practice

Sep 2021 —Apr2022
in London / Goldsmiths University

- Develop a Series of VR and AR Interaction Projects in Unity: Focus on creating immersive virtual and augmented reality experiences, build engaging and interactive environments.
- Implement Procedural Generation Algorithms in Unity: Generate crafting villages, design buildings surrounded by varied landscapes like trees and meadows, and develop intelligent non-player characters (NPCs) that mimic the behavior of animals.
- Create 3D Puzzle and Horror Games using Unity 3D and Unreal Engine 4: develop games in the puzzle and horror genres. Focus on creating intricate puzzle designs and atmospheric horror elements that fully exploit the graphical capabilities and physics engines of these platforms.
- Character Modeling and Animation in Maya & Blender, with Integration into Unity: Develop original game characters, starting from concept design to full realization. This includes detailed texturing, creating skeletal bindings for realistic movement, and animating these characters

MISCELLANEOUS

Languages: English(Professional), Chinese(Native)

Computer Skills:

Programming: C#, Unity 3D, Unreal

Data Analysis: Azure, SPSS, Python

Modelling: Maya, Blender, Zbrush, Rhino, Keyshot

Designing: Figma, PS, AI, LR, ID, Adobe xd

Udemy Certification:

Unity C# Scripting: Complete C# For Unity Game Development

Modern UI Development in Unity 4.6/5.0

Master Git and GitHub in 5 Days: Go from Zero to Hero

UX Fundamentals: User Testing

Interests: Board drawing, Video post, Badminton, Swimming, Table tennis, Singing