

Wenhui Xia

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Summary

- Cross-disciplinary designer between Extended Reality and Architecture that bridges technical understanding and user-centric thinking.
- Focused on crafting immersive user experiences by integrating spatial narrative and interactive mechanics. Experienced in the development cycle, from research and prototyping to testing and iteration. Proficient in 2D UI/3D content creation and visualization.
- Adept at cross-functional collaboration to drive innovative concepts from ideation to tangible prototypes in diverse sectors including healthcare and culture.

EDUCATION

Goldsmiths, University of London, United Kingdom

Sep 2024 – Nov 2025

• MA in Virtual Reality & Augmented Reality | Distinction

• Relevant Course:

Virtual Reality & Augmented Realities
Programming for Artists and Designers

Advanced Topics in Virtual & Augmented Reality
Motion Capture Techniques & Digital Embodiment

Modelling And Animation
Games Programming

Soochow University, China

Sep 2019 - Jun 2024

• B.A. in Architecture | GPA: 3.6/4.0, 86/100

• Relevant Course:

Architectural Design

Urban Sociology and Comprehensive Survey

Methods For Spatial Analysis

PROJECTS & RESEARCH EXPERIENCE

Symphony Of The Stars: VR Hand Rehabilitation Game

May 2025 – Sep 2025

Game Design · Interaction Design · Development

- Tackled low compliance in tedious rehabilitation training by developing a VR game integrating music feedback and gesture interaction, with an added MR mode to expand use cases and usability.
- Collaborated with therapists to translate rehabilitation into a progressive music-based experience, designing gesture interaction, task and feedback to balance therapy and engagement.
- Enhanced accessibility through configurable VR/MR modes and a guided transition strategy incorporating voice, visual cues, and practice for onboarding.
- Built gesture interaction and level systems in Unity; refined UX through multi-factor testing on comfort, motivation, performance, and user feedback.

Nature For Stress Relief: Mixed Reality Healing Experience

Dec 2024 – Feb 2025

Concept & UX Research · 3D Asset Creation · MR Interaction Implementation

- Led the concept development and user journey design, ensuring a cohesive "nature healing through growth" theme.
- Modeled ground flowers (SpeedTree & Maya) and optimized existing assets with custom shaders for gradual growth.
- Designed particle effects (e.g. wall-based flower bloom, environmental floating particles) for heightened immersion and user engagement.
- Optimized hand interaction detection code with teammates to enable different growth effects based on single or double-hand touches.

Rural Pesticide Waste Recycling: Service Design

Feb 2023 – Sep 2023

- Addressed low recycling motivation among farmers/agro-store owners (limited financial incentives) amid rural sparsity and economic constraints; aimed to build a sustainable service system.
- Conducted in-depth research on two key stakeholders via interviews/behavioral observations, mapping user journey maps and identifying pain points: scattered small packaging, limited storage, and cumbersome manual recycling.
- Proposed a "village collective-led + multi-role collaboration" mechanism to boost incentives/efficiency. Linked recycling to rural infrastructure needs, creating a "waste-for-essential facilities" incentive loop to form an eco-economic dual cycle; optimized experiences and mapped service flowcharts.
- Designed recycling equipment and flexible storage solutions; built modules and drafted mobile App interaction frameworks with low/high-fidelity prototypes.

Adventurous Rhapsody: Real-Time VR Musical Performance

Jan 2025 – Apr 2025

Narrative & Virtual Space Design · Motion Capture Integration

- Collaborated with performers and team members to produce a real-time VR fragment that integrates narrative, embodiment, and symbolic visual language.
- Adapted an original Chinese poetic musical into an immersive VR experience, redesigning its narrative structure, environment, and the relationship between audience and performer for a virtual medium.
- Designed the environmental storytelling with visual metaphors based on poetry lyrics and the scene.
- Participated in the full motion capture pipeline, from OptiTrack calibration to Unity integration and VR output and served as mocap tester.

Touching Fish (MoYu): A Light Mobile AR Experience for Emotional Regulation

Sep 2024 – Oct 2024

- Designed the core interaction around the "Mo Yu" culture, creating a goldfish-watching AR experience for bite-sized relaxation and mood regulation, incorporating a deep-breathing bio-feedback mechanism.
- Developed and launched the interactive prototype on Snapchat using Lens Studio, implementing gesture tracking and facial recognition to drive animated and audio feedback for fish swimming and bubble-blowing.

SKILLS

Language: Mandarin (native), English (fluent)

Software:

- Engine : Unity Engine, Unreal Engine, Lens Studio
- 3D Modeling & Animation: Maya, Rhino, Grasshopper, SketchUp, Lumion, Vray
- 2D & UI/UX Design: Figma, AutoCAD, Photoshop, Illustrator, InDesign
- Development: C# ((Unity), Python (Py5Canvas), Arduino