

# Ziyi Lei

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## Reality-Embedded Experience Designer

*Rebuild participation through immersive play.*

### EDUCATION

#### Teachers College, Columbia University

New York/United States

*Master of Art in Design and Development of Digital Games*

09/2025-Present

- **GPA:** 4.0/4
- **Relevant Courses:** Theory and Programming of Interactive Media (Lab) / Theory and Programming of Interactive Media (Lecture) / Ethical issues in technology design / Core Seminar

#### Tongji University

Shanghai/China

*Bachelor of Engineering in Industrial Design*

09/2020-07/2025

- **GPA:** 4.61/5 (91.14/100)
- **Relevant Courses:** Design Studio IV: VR System Design / Design Technology I-IV (Real-time Systems & Algorithmic Prototyping) / Open-source Hardware and Programming / 3D Animation & Modeling / Sound Design (Multisensory Design) / User Study / Design and Business Modeling

### RESEARCH & PROFESSIONAL EXPERIENCE

#### Embodied Interaction Research Group, College of Design and Innovation, Tongji University

*Research Assistant (Thesis-based)*

09/2024-06/2025

- Designed and iterated interaction structures for sensor-driven XR systems in rehabilitation contexts, integrating gesture, posture, and breathing inputs into **core interaction logic**, optimizing user engagement and therapeutic outcomes across three study cycles
- Evaluated and refined system usability and experiential continuity through clinical and lab testing, combining qualitative observation with standardized evaluation scales; delivered reusable prototypes adopted by the research team
- **First author** on manuscript submitted for publication, with research findings adopted by a new project in collaboration with a rehabilitation center

#### Shanghai Beseen Technology Co., Ltd., Shanghai

*Co-Founder – Immersive Systems & Experience Design*

12/2022-10/2024

- Built and deployed an immersive digital therapeutics **service** for **ADHD populations**, supporting patient onboarding and sustained treatment engagement across clinical and at-home settings
- Secured sponsorship, awards funding, and institutional support by articulating experiential and clinical value; system effectiveness was validated and endorsed by psychiatric professionals
- Currently in pilot testing at a psychology clinic, using AR to help patients overcome resistance and engage in treatment in a familiar, safe environment, with promising early feedback

#### Hengyu Instrument and Equipment Manufacturing Co., Ltd., Nanjing

*Technical Communication & Systems Research Intern*

06/2024-08/2024

- Translated hardware system logic into visual narratives for non-technical stakeholders
- Reframed technical product capabilities into user-facing insights to support market positioning and communication strategy

**PROJECT EXPERIENCE** <https://eylei.com/projects>

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**The Lotus Flower, Shanghai**

*Breathing-Based VR Experience for Embodied Engagement · Independent* 09/2024-07/2025

- Designed a breath-driven VR experience that treats respiratory patterns as **core interaction states** rather than auxiliary input, shaping emotional response and immersion
- Mapped distinct breathing patterns to movement, cognition, and narrative pacing across an experiential arc from tension to recovery, informed by user testing on physical engagement and cognitive focus
- Independently designed, implemented, and tuned the full system using Unity and sensor integration, translating breathing principles into intuitive, learnable interactions

**iLand, Shanghai**

*Multisensory XR Experience Continuity Design · Group* 10/2021-10/2023

- Designed an XR experience for sustained attention, introducing an XR-enabled, **open-eye mindfulness** approach built on observation-led interaction rather than task- or reward-driven mechanics
- Built a dual-context experience system: an AR-based daily experience focused on prolonged visual tracking amid light distractions, and a VR mindfulness environment supporting focus and emotional regulation
- Developed and tested the system with clinical researchers and industry partners, validating its effectiveness in maintaining attention continuity beyond treatment settings

**Saviour, Shenzhen**

*Participatory Knowledge Experience through Gameplay · Group* 09/2023-12/2023

- Designed a participatory knowledge experience mediating rigorous scientific content and public engagement through gameplay
- Validated the experience through a public-facing exhibition in educational settings, supported by industry collaboration

**LEADERSHIP & INITIATIVE**

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**Student Union, College of Design and Innovation, Tongji University**

*Vice President* 09/2022-07/2023

- Co-led student initiatives that were institutionally recognized as the **“Best Student Council”**
- Structured cross-university engagement programs across **15** institutions, focusing on participation and coordination

**Additional Leadership Roles, Shanghai**

09/2022-10/2024

- Design Lead for large-scale XR projects, coordinating collaboration across research, engineering, and clinical teams
- Team Lead in national innovation and entrepreneurship programs, bridging design, technology, and business stakeholders

**AWARDS & HONORS**

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**Top 1% · Outstanding Graduate & Outstanding Graduation Project, Tongji University**

*selected for publication in Sheji* 2025

**Silver Award, USC & IBM Time Capsule 2050** 2024

**Gold Medal, International Genetically Engineered Machine (iGEM) Competition** 2023

**Best Design Award, UNESCO Global Competition on Design for Future Education** 2023

**SKILLS**

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**XR & Real-Time Systems:** Unity (C# & 3D), TouchDesigner, Sensor-Based Interaction & Feedback Loops

**Physical Computing & Prototyping:** Arduino, ESP32, Biosensors, Rapid Physical Prototyping