

# ZIYI ZHANG

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## EDUCATION

**New York University, Tisch School of the Arts, United States**

**New York, US**

*Master of Professional Studies in Virtual Production (MPS), GPA: 3.796/4.0*

*Aug 2024 – May 2025*

- **Modules:** Introduction to Virtual Production, Master's Seminar in Virtual Production, Art Direction and Virtual Production, Technical Direction for Virtual Production, Special Topics in Virtual Production (AI in Virtual Production Film), Post Production, Master Seminar (Virtual Production master's thesis film - pre-production, production, & post-production)

**Nanyang Technological University (NTU), Singapore**

**Singapore**

*Bachelor of Fine Arts in Design Art Specializing in Design Art (BFA), GPA: 4.38/5.0*

*Aug 2020 – May 2024*

- **Honours:** Honours with Distinction
- **Modules:** Programming for Interaction, Narrative for Interaction, Explorations in A.I. Generated Art, Interactive Devices, Interactive Spaces, Experiential Interaction, Graphic Form, Form & Visualization, Design Thinking, Art History, Survey of New Media, Interactive Environments, Design Art & Animation for Media Architecture, Digital Sculpture, Research Methods in Art & Design, Experimental Film Production, Final Year Project – Design Art, Art History.

**Nanyang Academy of Fine Arts (NAFA), University of the Arts Singapore (UAS)**

**Singapore**

*Diploma in Arts Management, GPA: 3.97/4.00*

*Aug 2017 - May 2020*

- **Honours:** Diploma with Distinction, President Award, Best Graduate Award
- **Modules:** Academic Writing and Critical Thinking, Business Communication, Project Management for Arts Events, Financial Management, Stage and Production Management, Organisational Behaviour, Human Resource Management, Fundamentals of Curating, Cultural Entrepreneurship, Manage Community and Heritage Arts, Graphic Design for the Arts, Marketing and Public Relations, Museum and Gallery Management

## ACADEMIC PROJECTS

**NTU - Undergraduate Research Experience on Campus (URECA)**

*Jan 2021 - Sep 2023*

*ReCreation: Reimagining Craftsmanship in the Age of A.I.*

- Supported by NTU, URECA Office; supervised by Assoc. Prof. Ina Conradi Chavez from the School of Art, Design & Media; received SGD 2,500 from the URECA Conference Funding.
- Initiated an interdisciplinary research and creative project on the transformation and future of traditional craftsmanship in the age of artificial intelligence. Constructed the imagined UNESCO Historical Site Dunhuang Cave in Unreal Engine 5.
- Reimagined Dunhuang mural art using AI Neural Style Transfer and generative models (DALL·E, Midjourney, Stable Diffusion) to explore posthuman aesthetics and machine-assisted cultural preservation.
- Exhibited at the Ars Electronica Festival (Campus Exhibition) 2023 in Linz, Austria.

**NTU FYP-URECA**

*Sep 2023 - May 2024*

*Digital Soul & Data Metamorphosis: Immortalising the Soul in the Age of Artificial Intelligence*

- Supported by NTU, School of Arts, Design & Media; supervised by Assoc. Prof. Ina Conradi Chavez from the School of Art, Design & Media; received SGD 500 for purchasing project-related consumables. Exhibited in Tanjong Pagar Distripark, Singapore; Rocket, Chelsea, New York.
- Specialized in character rigging and developing randomized flying path coding in Unreal Engine. Integrated OpenAI API functionalities into Unreal Engine 5 projects, ensuring smooth software connection via wifi and serial communication.
- Used the core hypothesis of a “digital soul” to collect personal narrative and memory data, such as daily fragments, dreams, and sensory details, stored as JSON files and assigned to virtual butterflies in the project.
- Explored whether personal narrative and memory can be recorded, preserved, and evolved in the AI era.
- Skills: Unreal Engine 5, Cinema 4D, Touchdesigner, Python, OpenAI API, Projection, Exhibition Design, Sound Design.

## NYU - The Martin Scorsese Virtual Production Center

Sep 2024 - Present

### Master Thesis Film: *The Feather Short Film*

- Seed & Spark raised USD 20,126 <https://seedandspark.com/fund/the-feather-film#story>
- Co-directed and co-wrote a virtual production short film exploring myth, prophecy, and digital embodiment. As a Virtual Assets Department (VAD) Artist, integrated AI-generated special effects and Unreal Engine environments to examine the intersection of virtual production aesthetics and philosophical questions of fate, devotion, and human agency.
- The Head of Production Design Department is to research and transfer the film set into a realistic Viking age with strong budget control.
- Simulated swan feather and movement using Houdini, crafted scenes in Unreal Engine with Metahuman, and handled debugging.
- Skills: Virtual Production, Unreal Engine 5, Maya, Houdini, Blender, ZBrush, Marvellous Designer, Substance Painter.

## NYU - The Martin Scorsese Virtual Production Center

Sep 2024 - Present

### Diva

- Director, Co-producer and Motion Capture Actress of the experimental short form uses virtual production technology.
- Conceptual film exploring memory, performance, and digital reincarnation through reanimation of a forgotten Peking Opera. Combined AI-assisted storyboard and cinematography to question the continuity of identity and artistic legacy in machine-mediated creativity.
- Skills: Virtual Production, Unreal Engine 5, Maya, Vicon Motion Capture

## NAFA - Kampong Glam Heritage Trail (Malay Heritage)

November 2019

- In a team of 12, developed a heritage trail for Malay culture, brought two groups of primary school students on tours introducing the Kampong Glam area and took charge of designing the activity booklet.
- Themes: Racial Harmony in Singapore, community, heritage

## NTU - Timeless Beginnings: A Clock Tower Tribute to New Life in Singapore

2020

- Presented at the Media Art Nexus, TenSquare Landmark Building in Singapore
- This artwork celebrated the birth of Singaporeans while reflecting on the essence of self-love. *Timeless Beginnings* invited audiences to honor their unique internal timepieces, free from societal pressures and judgments.
- The clock strikes every 11 minutes, marking the average arrival of a newborn Singaporean. Its movement is nonlinear—accelerating and decelerating—symbolizing both individual lives and the historical curve of Singapore's birthrate.
- Inspired by Oscar Wilde's quote, "To love oneself is the beginning of a lifelong romance," the piece encourages the audience to embrace themselves wholly and unconditionally.

# WORK EXPERIENCE

## ALT Alliance (Full-time)

New York, US

### Creative Director & Co-curator of Virtual Exhibition

Sep 2021 - Present

- International collaboration with WA Museum (Beijing) to launch WA+ Museum that connects artists internationally.
- Build the business proposal from 0 to 1, introducing the Creative Direction, Technical Direction, budget & Project Management, and implementing with ALT teams.
- Directed curatorial research and creative production for virtual exhibitions on unity and spatial.io, launching 3 exhibitions from December 2025 to March 2026. First Exhibition Launched at <https://www.spatial.io/s/Between-Seeing-and-Being-Seen-Wei-Chen-Lou-693633d66aa8710a2a02994a?share=728252626034377300>
- Integrating Generative AI as conceptualising tool into immersive interactive environment development.
- Explored digital curation philosophy, focusing on transforming museums into extended, participatory virtual spaces.
- Launched 1 international open calls and collaborated with global artists.

## Cai Studio (Cai Guo-qiang) (Part-time)

New York, US

### Internship

Sep 2021 - Present

- Provide support to artist Cai Guo-Qiang.
- Research in Artificial Intelligence in Art.
- Research in Contemporary Art and history.

## Serial Co (Internship, Part-time, Project-Based)

Singapore

### Creative Technologist

June 2022 - February 2024 (Not Continuous)

- Led Unreal Engine rendering for "The Mogami Safflower Experience" as part of Shiseido's Journey of Potential Asian regional events in Thailand and Singapore. Delivered high-quality, industry-standard visual content, ensuring optimal performance and seamless integration within immersive event installations.

- Conducted conceptualization and 3D rendering for the key visual, integrating digital aesthetics with environmental themes for exhibition branding at National Design Center.
- Designed and installed interactive audio systems, crafting an immersive soundscape experience at National Design Center.
- Led coding and generative visuals using TouchDesigner to generate 1024 dynamic NFT banners automatically with metadata.

#### **Yidexuan Art Museum (Remote Part-time)**

**Zhejiang, China**

*Creative Director - Branding & Marketing*

*Jan 2021 - May 2024 (Not Continuous)*

- Led the art direction and 3D rendering efforts for an immersive exhibition video.
- Collaborated with the China Zhejiang Art Museum and the Haining Museum to present the exhibition *Pastoral Concerto: Prints by Yu Yahua and His Teachers and Students* in a virtual environment.
- Directed research-driven projects on digital transformation in Chinese contemporary art, curating immersive virtual exhibitions in collaboration with Zhejiang Art Museum.
- Investigated the role of new media and AI aesthetics in extending traditional visual culture into the virtual realm.

#### **STPI Creative Workshop & Gallery (Internship)**

**Singapore**

*Education & Outreach Intern*

*Jan 2020 – April 2020*

- Liaised with school tours, volunteers, and docents to ensure seamless event coordination.
- Managed gallery reception during opening events and daily operations.
- Led research for Mandarin outreach materials to enhance accessibility for diverse audiences.
- Managed all volunteers & docents at the S.E.A. Focus art fair with Education & Outreach department supervisor.
- Welcome all school tours coming to the festival and ensure they are assigned with respective docents at S.E.A. Focus.

#### **The Institute of Southeast Asian Arts (ISEAA) (Part-time)**

**Singapore**

*Student Assistant*

*Aug 2018 – Aug 2019*

- Provided administrative support, including data collection for feedback, photo documentation for publication banners, and documentation for guest comments.
- Assisted in research of Chinese paintings & calligraphy.
- English and Chinese translations for video transcripts and other materials.
- Assisted in Gallery openings and exhibitions.

## **TEACHING EXPERIENCE**

#### **School of the Arts, Design & Media (Part-time)**

**Singapore (Remote)**

*Guest Lecturer*

*April 2024 - April 2024*

- Delivered a lecture on *AI, Art Direction, and Virtual Production*, discussing artistic methodologies and media aesthetics in contemporary virtual production practices.

#### **School of the Arts, Design & Media (Part-time)**

**Singapore**

*Teaching Assistant (Work Study) - Interactive II, Interactive Media Equipment*

*2022*

#### **School of the Arts, Design & Media (Part-time)**

**Singapore**

*Teaching Assistant (Work Study) - Creative Robotics*

*August 2022 - November 2022*

## **EXHIBITIONS**

*(Including Interactive Installations, Experimental Cinematic Artworks, 3D Animations, AI-Collaborated Artworks)*

- 2025 *Hold On My Last Castle*, West Lake Canopy, Nanyang Technological University, Singapore
- 2025 *Hold On My Last Castle*, INDEX( formerly Media Art Nexus (MAN)) , Nanyang Technological University, Singapore
- 2025 *Hold On My Last Castle*, Ten Square, Landmark of Good, Singapore
- 2025 *Epitaph of Chess Pieces, Hold On My Last Castle, The Voice of the Heart, the Melody of the Violin*, The Elizabeth Foundation for the Arts, EFA Foundation of the Arts, New York
- 2025 *Hold On My Last Castle*, Elements in Flux: A Cross-Cultural Dialogue Between Art, Five Phases and Sustainability, New York Design Week Spotlighted Exhibition, New York
- 2025 *A.I. Grottoes*, Sugar Mouse, East Village, New York
- 2024 *Digital Soul & Data Metamorphosis*, Rocket NYC, Chelsea, New York
- 2024 *Digital Soul & Data Metamorphosis*, ADM Show 2024, Singapore
- 2024 *Personality Awakening*, School of Art, Design & Media, Nanyang Technological University, Singapore

- 2023 *A.I. Grottoes*, Butterfly's Dreams: The New Aesthetic of AI in Artistic Practice, Ars Electronica 2023 Campus Exhibit, Ars Electronica 2023 Festival for Art, Technology, and Society, Atelierhaus Salzamt, Linz, Austria
- 2023 *Timeless Beginnings: A Clock Tower Tribute to New Life in Singapore*, Media Art Nexus X Ten Square, Landmark of Good, Singapore
- 2023 *Go Sailing*, ATOMSPACE Technology, Shenzhen, China
- 2022 *The Story of History: (Re)Imagine Bras Basah Bugis District*, Finding Je Ne Sais Quoi, Singapore
- 2022 *A.I. Grottoes*, A.I. in Art Workshop, NTU School of Art, Design and Media in collaboration with NISTH co-Labs, NTU Institution of Science and Technology for Humanities, Singapore
- 2022 *The Story of History: (Re)Imagine Bras Basah Bugis District*, End of Semester Show, NTU School of Art, Design and Media, Nanyang Technological University, Singapore

## SCREENED FILM PRODUCTIONS

- 2025 Co-director, Co-writer, HOD Production Design, Virtual Art Department Artist, *The Feather*, The Martin Scorsese Virtual Production Center, New York
- 2025 Production Design Assistant, *Nomad*, The Martin Scorsese Virtual Production Center, New York
- 2025 Engine Operator, VAD Artist, *Echoes of the Corridor*, The Martin Scorsese Virtual Production Center, New York
- 2025 Production Assistant, *Wolfe and The Bee*, The Martin Scorsese Virtual Production Center, New York
- 2025 Director, 3D Artist, *Rebirth*, The Martin Scorsese Virtual Production Center, New York
- 2024 Production Assistant, *Dogpark-HOLLYWOOD*, Polar Opposite, Music Video, Big Loud Rock

## ARTIST RESIDENCY

- 2025 The Elizabeth Foundation for the Arts, EFA Foundation of the Arts, New York <https://www.studios-efanyc.org/exhibition-45>

## PRESS RELEASE

- 2025 *Discovery the "True Self" in the Virtual Digital World: Ziyi Zhang's Digital Poetics*, China.com <https://m.tech.china.com/hea/articles/20251009/202510091744952.html>
- 2025 *Ziyi: the Artist Offering her Tinted Warning of the Future*, South Africa Today, msn <https://southafricatoday.net/lifestyle/art/ziyi-the-artist-offering-her-tinted-warning-of-the-future/>
- 2025 *Ziyi Zhang: Art Is Not A Longly Island*, Interview by Nanyang Academy of Fine Arts, University of Arts Singapore <https://mp.weixin.qq.com/s/DBpHo7EZ74E0ku1UmihTHw>
- 2025 *Meet Ziyi Zhang*, Bold Journey, <https://boldjourney.com/meet-ziyi-zhang/>
- 2025 *Where Technology Meets the Poetic: Ziyi Zhang*, Interview, Digital Arts Blog, New York <https://www.digitalartsblog.com/artist-spotlights/artist-interview-ziyi-zhang>
- 2025 *ALT Alliance Explores the Future of Culture Through Art and Technology*, Yahoo!Finance, New York [https://finance.yahoo.com/news/alt-alliance-explores-future-culture-174500137.html?fr=sycsrp\\_catchall](https://finance.yahoo.com/news/alt-alliance-explores-future-culture-174500137.html?fr=sycsrp_catchall)
- 2024 *Digital Soul & Data Metamorphosis*, Broadway World, New York City, United States <https://www.broadwayworld.com/off-off-broadway/article/The-NYU-Creative-Career-Hub-to-Present-International-Student-Arts-Incubator-Showcase-at-Racket-NYC-20241125>
- 2024 *Digital Soul & Data Metamorphosis*, ADM Grad show, School of Art, Design and Media, Artspace@Helutrans, Tanjong Pagar Distripark, Nanyang Technological University, Singapore
- 2023 *A.I. Grottoes*, artwork mentioned by Associate Professor Ina Conradi Chavez, 8world, Singapore
- 2023 *A.I. Grottoes*, Exhibition Catalogue: Who owns the truth? | Wem gehört die Wahrheit? , Ars Electronica 2023 Festival for Art, Technology, and Society, Linz, Austria <https://ars.electronica.art/who-owns-the-truth/files/2023/09/festival2023.pdf>
- 2023 *A.I. Grottoes*, Butterfly's Dreams: the New Asthetic of AI in Artistic Practice, Ars Electronica 2023 Festival for Art, Technology, and Society, Linz, Austria <https://ars.electronica.art/who-owns-the-truth/en/butterflys-dreams/>

## AWARDS

- 2024 Unilumin Scholarship Recipient, New York University, Tisch School of the Arts, New York
- 2023 A.I. Grottoes, Merit Award, The 8th "Thank Youth" - Shanghai International Digital Creation, Innovation Entrepreneurship Competition, New Media Art Section
- 2020 NAFA President Award, Class of 2020, NAFA, Singapore
- 2020 Best Graduate, Diploma in Arts Management Class of 2020, NAFA, Singapore
- 2020 **Twice** Dean's List Award, Diploma in Arts Management Semester **1 & 2**, AY2019/2020, NAFA, Singapore
- 2019 NAFA Merit Award, AY208/2019, NAFA, Singapore
- 2019 **Twice** Dean's List Award, Diploma in Arts Management Semester **1 & 2** AY2018/2019, NAFA, Singapore
- 2018 NAFA Merit Award, AY208/2019, NAFA, Singapore

- Alumni of Talent Development Programme, NAFA

## VOLUNTEER EXPERIENCE

- **Volunteer Work:** Actively participated in community activities, completing over 200 hours of volunteer work in New York and Singapore's visual and performing arts sector. Significantly, I was the member of National Gallery Singapore from 2018 to 2022, and The Esplanade from 2017 to 2021
- For details, please see: [www.linkedin.com/in/zhang-ziyi](https://www.linkedin.com/in/zhang-ziyi) Below are selected volunteered organisations:
- 2025 Open House, The Elizabeth Foundation for the Arts, EFA Foundation of the Arts, New York
- 2019 Festival Assistant at Asian Festival of Children's Content 2019, Singapore Book Council, Singapore
- 2019 Southeast Asian Arts Forum, NAFA, Singapore
- 2019 Production Crew, Guided Singapore Prime Minister and President's float, Chingay Parade 2019, People's Association, Singapore
- 2019 Front-of-House, Nam Hwa Opera, Singapore
- 2019 S.E.A. Focus 2019, STPI Creative Workshop and Gallery, Singapore
- 2019 Affordable Art Fair, Singapore
- 2019 Production Crew, Chingay Parade Singapore 2019, Singapore
- 2019 Open House 2019, STPI Creative Workshop and Gallery, Singapore
- 2019 Front-of-House, Nine Years Theatre, Singapore
- 2018 Education Volunteer Programme, National Gallery Singapore
- 2018 NAFA 80th Anniversary Celebration Gala Dinner, Nanyang Academy of Fine Arts, Singapore
- 2018 Festival Assistant & Front-of-House, Octoburst! 2018 - A Children's Festival, The Esplanade Co Ltd, Singapore
- 2018 Festival Assistant & Front-of-House, Dan:s Festival 2018, The Esplanade Co Ltd, Singapore
- 2018 Front-of-House, NAFA 80th Anniversary GALA Dinner, Nanyang Academy of Fine Arts, Singapore
- 2017 Festival Assistant & Front-of-House, Octoburst! 2017- A Children's Festival, The Esplanade Co Ltd, Singapore
- 2017 Festival Assistant & Front-of-House, Dan:s Festival 2017, The Esplanade Co Ltd, Singapore
- 2017 Festival Assistant & Front-of-House, Huayi Festival 2017, The Esplanade Co Ltd, Singapore
- 2018 The Theatre Practice, Singapore

## SKILLS & INTERESTS

- **Skills:** 3D Modeling, Rendering and Animation: Unreal Engine Rendering and Blueprint (4 years), Unity, Redshift, Octane, Blender, Maya, Keyshot, Zbrush, Cinema 4D, Motion Capture, Vicon, Mixamo, Marvelous Designer, Substance 3D Painter, GLSL AR/VR Development: Unreal Engine, Unity, SparkAR, Oculus Quest; Interactive Programme: TouchDesigner, Arduino, sensors, Raspberry Pi, Python, C#, Azure Kinect, Resolume, Pixera; Motion Graphics and Post-Production: Adobe After Effects, Premiere Pro, Ableton Live, Max/Msp, Projection Mapping; Artificial Intelligence in Art: OpenAI API, Runway, Midjourney, Stable Diffusion, ComfyUI
- Performance:** Participated in the NUS Drama Club, serving as an actress, stagehand, and art director. Designed posters and promotional materials for Eileen Chang's "Red Rose, White Rose", Performed at the National Library of Singapore. Gold Medal for Women's Doubles (Cha Cha), 5th Zhejiang Province Youth Dance Sport Championship, Hangzhou, China.
- Leadership:** Was the student representative of the entire academy at the Singapore Bicentennial Conference: 2019 Student Representative of NAFA, The Singapore Bicentennial Conference, Institute of Policy Studies (IPS), National University of Singapore, Singapore. <https://lkyspp.nus.edu.sg/ips/events/details/the-singapore-bicentennial-conference>.