

## กิจกรรม Virtual Visiting Professor

### ในหัวข้อ Fashion, Media, and Trends: Designing Sustainable Well-Being ภายใต้กิจกรรมพลิกโฉมมหาวิทยาลัย (Reinventing University Project)

#### หลักการและเหตุผล

เนื่องด้วยวิทยาลัยนานาชาติ วิทยาเขตหาดใหญ่ มหาวิทยาลัยสงขลานครินทร์ เป็นหน่วยงานทางด้านการศึกษามีพันธกิจหลักด้านการผลิตบัณฑิต การวิจัย การจัดการเรียนการสอน บริการวิชาการ ซึ่งการส่งเสริมให้นักศึกษา บุคลากร อีกทั้ง บุคคลทั่วไป ได้รับความรู้ในด้านต่าง ๆ เป็นสิ่งสำคัญอย่างยิ่ง วิทยาลัยนานาชาติ วิทยาเขตหาดใหญ่ จึงมุ่งมั่นที่จะสนับสนุนและเสริมสร้างองค์ความรู้ทั้งในด้านการทำงาน และในการนำไปประยุกต์ใช้ในชีวิตประจำวันให้กับบุคคลที่เกี่ยวข้องข้างต้น ด้วยการจัดกิจกรรม Virtual Visiting Professor ในหัวข้อ Fashion, Media, and Trends: Designing Sustainable Well-Being ภายใต้โครงการพลิกโฉมมหาวิทยาลัย (Reinventing University Project) เพื่อให้ความรู้ในหัวข้อดังต่อไปนี้

- (1) การออกแบบระดับสูงและการดูแลแบบบูรณาการในสังคมแบบมีส่วนร่วม
  - (2) แพชั่นดิจิทัลหลังจากปี 2020 - ภูมิทัศน์แฟชั่นใหม่ที่เปิดใช้งาน
  - (3) Design Day Marathon: การฝึกการศึกษาการออกแบบระดับโลกในช่วงสัปดาห์การออกแบบระหว่างประเทศของปักกิ่ง
  - (4) U30 Health Action: การออกแบบเพื่อสุขภาพที่ดีในบริบทของชีวิตดิจิทัล
  - (5) Hands-on Showcases Session: การเล่นเกมภาษาจีนรายวันด้วยแอปพลิเคชันบนโทรศัพท์มือถือ
- ทั้งนี้ กิจกรรม Virtual Visiting Professor เป็นอีกหนึ่งกิจกรรมที่ไม่เพียงแต่จะพัฒนาด้านความรู้ความเข้าใจในเนื้อหาตามหัวข้อกิจกรรมเพียงเท่านั้น แต่ยังมุ่งเน้นการพัฒนาการศึกษาให้มีความเป็นนานาชาติมากยิ่งขึ้น เป็นที่ยอมรับในวงวิชาการระดับสากล ผ่านการจัดการเรียนการสอนร่วมกับอาจารย์ชาวต่างชาติ เป็นการเปิดโอกาสให้นักศึกษา บุคลากร และบุคคลทั่วไป เข้าถึงความรู้ที่ทันสมัยในระดับสากล ทั้งในเรื่องของ Fashion, Media และ Trends ตลอดจนการออกแบบความเป็นอยู่ที่ดีอย่างยั่งยืน เพื่อการใช้ชีวิตที่มีประสิทธิภาพมากยิ่งขึ้น

#### วัตถุประสงค์

1. เพื่อส่งเสริมให้นักศึกษา บุคลากร และบุคคลทั่วไป ได้รับความรู้เกี่ยวกับ Fashion, Media, and Trends: Designing Sustainable Well-Being
2. เพื่อให้นักศึกษา บุคลากร และบุคคลทั่วไป นำความรู้ที่ได้มาประยุกต์ใช้ในการออกแบบความเป็นอยู่ที่ดีอย่างยั่งยืนในชีวิตประจำวันได้อย่างมีประสิทธิภาพ
3. เพื่อเปิดโอกาสให้นักศึกษา บุคลากร และบุคคลทั่วไป ได้รับความรู้ที่ทันสมัยในระดับสากล จากอาจารย์ผู้เชี่ยวชาญชาวต่างชาติ

กลุ่มเป้าหมาย

นักศึกษา บุคลากร วิทยาลัยนานาชาติ วิทยาเขตหาดใหญ่ มหาวิทยาลัยสงขลานครินทร์ และบุคคลทั่วไป

ผู้รับผิดชอบโครงการ

ดร.ฮัมบาตี เจมะ อาจารย์ประจำวิทยาลัยนานาชาติ วิทยาเขตหาดใหญ่ มหาวิทยาลัยสงขลานครินทร์

วิทยากร

Prof. Dr. Ting, Chawchen. Professor of Art & Design, Beijing Institute of Fashion Technology, China.

กิจกรรมการฝึกอบรม

การบรรยาย

วันเวลาและสถานที่

| วัน             | เวลา<br>(เวลาประเทศไทย (GMT+7))   | สถานที่/ระบบ  |
|-----------------|---|---------------|
| 24 ธันวาคม 2564 | ช่วงเช้า 10.00 น. – 12.00 น. (2 ชั่วโมง.)<br>ช่วงบ่าย 14.00 p.m. – 16.00 (2 ชั่วโมง.) | ผ่านระบบ Zoom |
| 25 ธันวาคม 2564 | ช่วงเช้า 10.00 น. – 12.00 น. (2 ชั่วโมง.)<br>ช่วงบ่าย 14.00 p.m. – 16.00 (2 ชั่วโมง.) | ผ่านระบบ Zoom |
| 26 ธันวาคม 2564 | ช่วงเช้า 10.00 น. – 12.00 น. (2 ชั่วโมง.)   | ผ่านระบบ Zoom |

งบประมาณค่าใช้จ่าย

| ลำดับ                     | รายการ    | ประเภทบุคลากร | จำนวน<br>(คน) | ราคา/ชั่วโมง<br>(บาท) | ชั่วโมง | รวมเป็นเงิน<br>(บาท) |
|---------------------------|-----------|---------------|---------------|-----------------------|---------|----------------------|
| 1                         | ค่าตอบแทน | วิทยากร       | 1             | 5,000                 | 10      | 50,000               |
| รวมเป็นเงินทั้งสิ้น (บาท) |           |               |               |                       |         | 50,000               |

หมายเหตุ : มหาวิทยาลัยสงขลานครินทร์สนับสนุนงบประมาณ รวมค่าโอน

ประโยชน์ที่คาดว่าจะได้รับ

1. นักศึกษา บุคลากร และบุคคลทั่วไป ได้รับความรู้เกี่ยวกับ Fashion, Media, and Trends: Designing Sustainable Well-Being
2. นักศึกษา บุคลากร และบุคคลทั่วไป สามารถนำความรู้ที่ได้มาประยุกต์ใช้ในการออกแบบความเป็นอยู่ที่ดีอย่างยั่งยืนในชีวิตประจำวันได้อย่างมีประสิทธิภาพ
3. นักศึกษา บุคลากร และบุคคลทั่วไป ได้รับโอกาสในการเข้าถึงความรู้ที่ทันสมัยในระดับสากลจากอาจารย์ผู้เชี่ยวชาญชาวต่างชาติ

การวัดและประเมินผลโครงการ

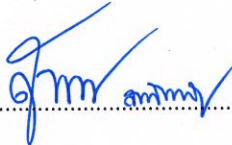
ใช้แบบสอบถามเพื่อวัดระดับคะแนนความพึงพอใจของบุคลากรที่มีต่อการบรรยายของวิทยากร

ลงชื่อ..........ผู้รับผิดชอบโครงการ

(ดร.อัมบาลี เจมะมะ)

อาจารย์ประจำ

วิทยาลัยนานาชาติ วิทยาเขตหาดใหญ่

ลงชื่อ..........ผู้อนุมัติโครงการ

(ดร.สุนนา ลาภาโรจน์กิจ)

คณบดีวิทยาลัยนานาชาติ วิทยาเขตหาดใหญ่



## Virtual Visiting Professor Activities on the topic of Fashion, Media, and Trends: Designing Sustainable Well-Being under the Reinventing University Project

### Principles and reasons

Prince of Songkla University International College Hat Yai Campus as an educational institution has main missions in producing graduates, research, teaching and learning, and providing academic service to societies. International. Therefore, it is determined to support and enhance the body of knowledge by organizing the Virtual Visiting Professor program on the topic of Fashion, Media, and Trends: Designing Sustainable Well-Being under the Reinventing University Project providing knowledge on the following topics:

- (1) Senior Design and Integrated Cares in An Inclusive Society.
- (2) Digital Fashion After 2020 - The Activated New Fashion Landscape.
- (3) Design Day Marathon: Global Design Education Practice during Beijing International Design Week.
- (4) U30 Health Action: Healthy Design in The Context of Digital Life.
- (5) Hands-on Showcases Session: Daily Chinese Mobile Apps with Gamification.

The Virtual Visiting Professor program is another event which not only develops the knowledge and understanding of the contents themselves, but also focuses on the development of education to be more international through teaching and learning provided by a foreign expert professor. This is an opportunity for students, staff and interested people to access up-to-date knowledge internationally in terms of Fashion, Media, and Trends, as well as sustainable well-being design for a better life.

### Objectives

1. To encourage students, staff and interested people to gain knowledge about Fashion, Media, and Trends: Designing Sustainable Well-Being.
2. To enable students, staff and interested people to effectively apply the knowledge gained in the design of sustainable well-being in their daily life.
3. To provide opportunities for students, staff and interested people to acquire up-to-date knowledge internationally from a foreign expert professor.

**Target audience**

Students, Staff of the International College Hat Yai Campus, and Interested People

**Person in charge of the project**

Dr. Hambalee Jehma, Lecturer at Prince of Songkla University international college Hat Yai Campus.

**Visiting professor**

Prof. Dr. Ting, Chawchen, Professor of Art & Design, Beijing Institute of Fashion Technology, China.

**Training/activities**

Lecture

**Date, Time, and Venue**

| Date                           | Time<br>(Time zone in Thailand (GMT+7))  | Place            |
|--------------------------------|--|------------------|
| 24 <sup>th</sup> December 2021 | Morning 10:00 a.m. - 12:00 p.m. (2 hrs.)<br>Afternoon 2:00 p.m. - 4:00 p.m. (2 hrs.) | Application Zoom |
| 25 <sup>th</sup> December 2021 | Morning 10:00 a.m. - 12:00 p.m. (2 hrs.)<br>Afternoon 2:00 p.m. - 4:00 p.m. (2 hrs.) | Application Zoom |
| 26 <sup>th</sup> December 2021 | Morning 10:00 a.m. - 12:00 p.m. (2 hrs.)   | Application Zoom |

**Budget**

| No.          | list         | Personnel type | Case | Price/hour<br>(baht) | hour | total<br>(baht) |
|--------------|--------------|----------------|------|----------------------|------|-----------------|
| 1            | compensation | Professor      | 1    | 5,000                | 10   | 50,000          |
| total (baht) |              |                |      |                      |      | 50,000          |

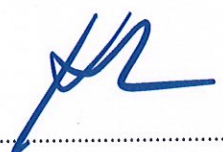
Note: Prince of Songkla University supports the budget, including the transfer fees.

### Expected outcomes

1. Students, staff, and interested people gain knowledge about Fashion, Media, and Trends: Designing Sustainable Well-Being.
2. Students, staff, and interested people apply the knowledge gained for their sustainable well-being.
3. Students, staff, and interested people get the opportunity to access up-to-date knowledge internationally from a foreign expert professor.

### Project measurement and evaluation

The questionnaire will be employed to measure the level of satisfaction of the participation

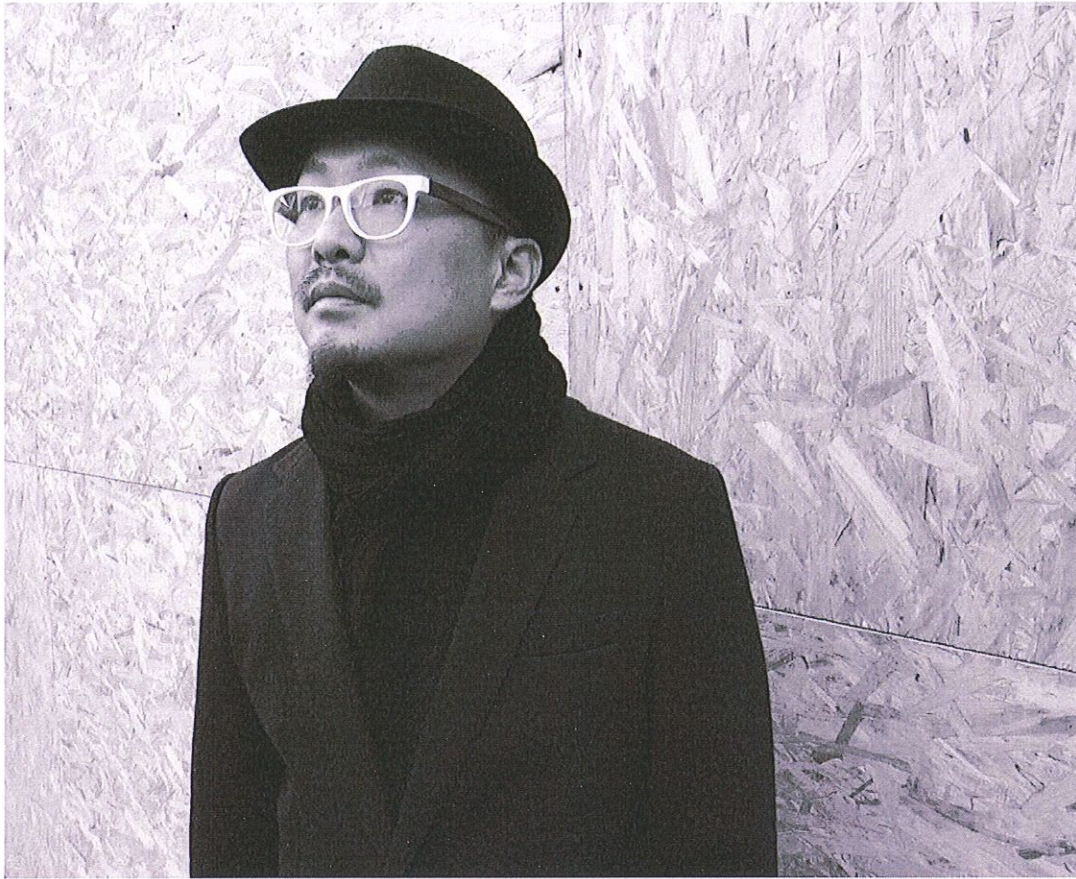
  
Sign.....The person in charge of the project  
(Dr. Hambalee Jehma)

Lecturer at Prince of Songkla University  
International College Hat Yai Campus.

  
Sign..... Project approved  
(Dr. Sumana Laparojkit)

Dean of Prince of Songkla University International College Hat Yai Campus.





## PROF. DR. TING, CHAWCHEN

Degrees: MArch (UT Austin) D. Lit. (Tsinghua University)

Job Title: Professor of Art & Design, Beijing Institute of Fashion Technology, China

Date of birth: 5 December, 1967

Mobile: +86-13488728722

E-Mail: ding@bift.edu.cn

Citizenship: Republic of China (Taiwan)

## BIOGRAPHY

Dr. Professor Ting, Chawchen, born in Taiwan in 1967, has many years of interdisciplinary industrial and academic experiences. In 1997, he obtained a master's degree in Architectural Design from the University of Texas at Austin; from 1997 to 2000, he worked in the Internet industry and had co-founded the streaming map website Telemap.com.tw, and served as the design director of 104 Job Bank, Taiwan's largest Internet recruitment company; from 1999 to 2001, he served as a senior project manager in the international consulting company longlobal, serving global top 500 technology industry customers; in 2002, he entered Taipei Shi Chien University as a full-time lecturer and worked until 2003 before he started PhD study in Beijing; in 2006, he received PhD in Art and Design from Tsinghua University; from 2007 to now, he has served Beijing Institute of Fashion Technology over 14 years.

Since 2014, he has become the Director of the New Media Department, managing 50 teachers in two disciplines: Digital Media Art and Animation. Since 2013, he has published various popular design textbooks like *Introduction to Service Design: Twelve Lessons of Innovation Practice*, *Lighting up 100 International Innovation Cases of Health Design*, *Lighting up Senior Design 100 International Innovation Cases*, *Digital Game Design & Planning*, *The History of Digital Entertainment Design* etc. In 2020, he assisted the Digital Media Art discipline to successfully obtained the National Excellence Discipline Development Point, and stood out among many schools in the country. In the 2021 Academic Ranking of China Universities, the discipline of Digital Media Arts of Beijing Institute of Fashion Technology ranks second in the nation, under the top ten with the Communication University of China and Tsinghua University.

While being serving as departmental director, he had also dealt with the school's international affairs, he had assisted the school in promoting international exchanges. From 2014 to 2017, he was the director of the International Office of the School of Art and Design, and had promoted more than 30 international exchanges of faculties and students every year, and had helped signing more than twenty university level MOUs.

In addition to his full-time academic job, he also actively involves with the many industrial activities, and has following part-time jobs: Member of the Expert Committee of Chinese Service Design Talent and Institutional Evaluation (2021-current); Chairman of the International Council of the Italian Cultural and Fashion Center (2021-current); Member of the Mobile Media and Cultural Computing Committee of China Institute of Communications (2019-current); Visiting Professor of the Virtual Reality Research Institute of Guangzhou Greater Bay Area (2019-2021); Director of The Designers: Cross-Strait Design Talent Development Program of Beijing International Design Week (2014); Member of the Academic Committee of Beijing Key Laboratory of Digital and Interactive



Media (2011-2014); Distinguished Professor of Shanghai Theater Academy (2011-2013);  
Researcher of the Games & Experimental Entertainment Laboratory of RMIT University (2011-2014);  
Researcher of Cultural and Creative Industry Center of National Taiwan Normal University (2009-  
2012); Director of Beijing Digital Entertainment Jam(2007-2009).

Currently, Professor Ting's research focuses involved two parts: Health Design and Senior Experience Design. In Health Design, he has started the Urban Sleep Sanctuary project in 2014, which is the first domestic research/design task force comprehensively involve "sleep designs", covering projects including branding, food design, entertainment design, space design, information visualization, product design, etc. He has cooperated with Taipei Medical University, Taiwan Corning Hospital, International Sleep Science and Technology Association, the China Smart Furniture Industrial Alliance, and JD Smart etc.; In Senior Experience Design, he had involved with resolving Digital Literacy issues by cooperating with the country's internet giant Tencent in a large-scale workshop named Design Day Marathon and The Tengyun Summit in the year 2018. In 2020, he cooperated with the Memory Center of the Peking University Sixth Hospital and designed cognitive training products for the elderly. That was a toolkit called Once More Cognitive Training Package for the Elderly through the nostalgic therapy for dementia.

## RESEARCH FOCUSES

**Wellness Technology & Design**

**Digital Lifestyle Design**

**Digital Entertainment Design**

## HIGHER EDUCATION

**2003/09 - 2006/12**

Degree: Doctor of Literature

Major: Art & Design

School: Department of Information Art Design, Academy of Fine Arts, Tsinghua University (China)

Supervisor: Professor Lu Xiaobo, Dean of Academy of Fine Arts, Tsinghua University

Dissertation: "Cognition and Experience — Research on the Design Mode of Video Game Space"

Introduction: Introduction: During the period, I published the first Chinese doctoral dissertation on ludic architecture, Cognition and Experience - Research on the Design Pattern of Video Game Space, which opened up further research explorations and design practices in Chinese game designs.

**1994/09 - 1997/05**

Degree: Master of Architecture

Major: Architecture Design

School: University of Texas at Austin (USA)

Supervisor: Charles Moore

Introduction: The University of Texas at Austin (UT) is ranked 7th public university in the States. In my second year of graduate school, I won the scholarship of "Lugano Program" and went to six European countries with my supervisors and 20 students to complete the master's degree in the intensive and systematic transnational architecture travel study.

**1990/09 - 1994/05**

Degree: Bachelor of Science

Major: Architectural Engineering

School: University of Texas at Arlington (USA)

## QUALIFICATION

**2010/07**

Name: Postdoctoral Researcher

Major: Philosophy

Unit: Cultural Industry Research Center, Chinese Academy of Social Sciences (China)

Supervisor: Zhang Xiaoming, Director of Cultural Industry Research Center

Achievement: "Global Digital Entertainment Development Trends Report"

Introduction: In 2008, I conducted a post-doctoral research at the Cultural Industry Research Center of the Institute of Philosophy, Chinese Academy of Social Sciences and Chinese Academy of Social Sciences. The instructor was Professor Zhang Xiaoming. The research direction

was digital content industry strategy and macro development trends. During this period, I assisted UNCTAD and Chinese Academy of Social Sciences held two China International Cultural Industry Forums and submitted an outbound report in 2010: "Digital Cultural Industry Research-Digital Entertainment Design", and finally obtained a post-doctoral certificate.

#### **1997/09**

Name: Microsoft Certified Systems Engineer (MCSE)

Major: Systems Engineering

Unit: Microsoft Headquarters

Supervisor: na

Achievement: qualification certificate

Introduction: I passed the qualification certificate of Microsoft Certified System Engineer in 1997. MCSE is one of the high-end certifications in Microsoft certification. It represents certified professionals who have considerable experience and knowledge in the construction, management, deployment and maintenance of Microsoft's server, network technology, system management, etc. It is suitable for network engineers, system administrator, system engineer or network manager and other positions.

#### **1997/05**

Name: Microsoft Certified Professional + Internet

Major: Internet Technology

Unit: Microsoft Headquarters

Supervisor: na

Achievement: qualification certificate

Introduction: I passed the Microsoft Certified Internet Expert Qualification Certificate in 1997. MCP is the earliest and longest-used certification title among Microsoft certifications. It is currently only a Microsoft Certified Professional Program. On behalf of certified professionals, they have considerable experience and knowledge in specific fields such as Microsoft systems, Internet or network technology.



## WORK EXPERIENCES

### 2007 - current

Position: Professor, Phd. Supervisor, Director of New Media and Animation

Organization: Beijing Institute of Fashion Technology

Introduction: I have been teaching under the discipline of Digital Media Art and have taught courses like Information Design, New Media Design, Fashion Media Trends, Digital Lifestyle Research, Future Design and Intelligent Life, History of Digital Entertainment Design. My research focuses are Wellness Technology & Design, Digital Lifestyle Design, Digital Entertainment Design.

### 2019 - current

Position: Member of the 10th Academic Committee of Beijing Institute of Fashion Technology

Unit: Beijing Institute of Fashion Technology

Introduction: As a member of the academic committee of the university, I am mainly responsible for reviewing the vision plan and draft plan of scientific research of Beijing Institute of Fashion Technology, proposing suggestions for large-scale academic activities, reviewing reports on major research topics, and promoting academic exchanges and scientific cooperation between domestic and foreign universities.

### 2019 - current

Position: Doctoral supervisor of Beijing Institute of Fashion Technology

Unit: Graduate School of Beijing Institute of Fashion Technology

Introduction: I serve as a doctoral supervisor for a special program called Chinese Traditional Costume Culture Rescue and Inheritance Design Innovation, which emphasizes "digital science and technology innovation" on the basis of theoretical research, aiming to train students to find the link between science and inheritance in the future development of Chinese traditional costume.

### 2011 - 2013

Position: Distinguish Visiting Professor

Organization: Shanghai Theater Academy, China

Introduction: Assisted the Shanghai Theater Academy's School of Creativity to build up the

curriculum of Digital Media Art; established cooperation with Busan Design Center in Korea and Politecnico di Milano in Italy; helped the director of Shanghai Key Laboratory of Virtual Performing Arts of Shanghai Theater Academy to carry out projects, international forums and exhibitions.

- 2001 - 2003**      Lecturer, Communication Design Dept., Shih Chien University, Taiwan
- 1999 - 2001**      Senior Associate, longlobal, Taiwan
- 1998 - 2000**      Co-founder, telemap.com.tw, Taiwan
- 1997 - 1999**      Executive Design Director, 104.com Job Bank, Taiwan

## **PART-TIME PROFESSIONAL WORK**

### **2021/06 - current**

Position: Member of China Service Design Talent and Organization Evaluation Expert Committee

Organization: Beijing Guanghua Design and Development Foundation

### **2020/01 - current**

Position: Director of International Council of Italian Culture and Fashion Center

Organization: Italian Culture and Fashion Center

### **2019/12 - current**

Position: Member of the Mobile Media and Cultural Computing Committee of China Institute of Communications

Organization: China Institute of Communications

### **2019/11 - current**

Position: International expert of Yantai Industrial Design Center, University of Science and Technology Beijing

Organization: University of Science and Technology Beijing

**2019/09 - current**

Position: Member of Jingcai Taiwan New Media Expert Committee

Organization: Taiwan Affairs Office of the People's Government of Beijing Municipality

**2019/07 - current**

Position: Visiting Professor of the Virtual Reality Research Institute of Guangzhou Greater Bay Area

Organization: Guangzhou Greater Bay Area Virtual Reality Institute

**2018/07 - current**

Position: Member of Network Technology and Intelligent Media Design Committee

Organization: National Institute of Computer Basic Education Research Association

## **SELECT PUBLICATIONS**

**2021/09**

Ting, Chawchen, Wu Lixing, Yang Yifan. Lighting up 100 Innovative Cases of Health Design[M]. 1st edition. Chengdu: Southwest Jiaotong University Press, 2021.

**2021/09**

Yang Yifan, Ting, Chawchen, Wu Lixing. Lighting up 100 Innovative Cases of Senior Design[M]. 1st edition. Chengdu: Southwest Jiaotong University Press, 2021.

**2018/09**

Li Sida, Ting, Chawchen. Introduction to Service Design: Twelve Lessons of Innovation Practice [M/OL]. Beijing: Tsinghua University Press, 2018.

**2011/06**

Ting, Chawchen. The history of digital entertainment design[M]. Beijing: Tsinghua University Press, 2011.

**2008/06**

Huang Shi, Ting, Chawchen, Chen Yanjie. Digital Game Planning[M]. Beijing: Tsinghua University Press, 2008.



## SELECT PAPERS

2020/08

ZHAOCHEN D, ZHI L. Research on Product Design of Speech Interaction in the Therapy of Dementia[C/OL]. online: Chinese CHI, 2020. <https://dl.acm.org/doi/10.1145/3403676.3403681>.

2020/06

ZHAOCHEN D, ZHI L. Design Trend of Voice Interaction Technology Applied in China's Elderly Home Care[C/OL]. online: HCI Korea, 2020: 433 – 438.  
<https://www.dbpia.co.kr/Journal/articleDetail?nodeId=NODE10402776>.

2017/06

DING Z. Alternative 3D Education for Children: Course Design of 3D Printing Interactivity for Beijing's Primary Schools.[C]. Guangdong: Guangdong University of Technology, 20170608: 30 – 35. DOI:<https://doi.org/10.1145/3080631.3080637>.

2015/06

ZHAOCHEN D, MARGHERITA P, RONGLIN J. Mind your deep breath. Communicating pollution issues in China through visual artifacts[C/OL]. Milan: Cumulus, 2015: 17 – 27.  
<https://re.public.polimi.it/handle/11311/972728#.XeXkqDlZY18>.

## SELECT RESEARCH PROJECTS

2021 - 2022

Title: Chinese Traditional Costume Art Digital Talent Training Project

Project: National Art Fund Art Talent Training Funding Project

Responsibility: second person in charge

Organization: National Arts Fund Management Center

Website: <http://www.cnaf.cn>

Introduction: This project is funded by the National Art Fund to promote the digital achievements of traditional costume art to the society, realize the industrial transformation of teaching achievements and train advanced digital technology to fashion talents. As one of the project leaders, I have designed the course curriculum for the Training Project that helps participants to understand the use of digital methods to preserve Chinese traditional costumes.

## **2014 - 2017**

Title: Research and Practice of Integration and Innovation of International Design Talents

Project: School-level Educational Reform Project of Beijing Institute of Fashion Technology

Responsibility: first person in charge

Organization: Beijing Institute of Fashion Technology

Website: <https://www.bift.edu.cn/>

Introduction: This project is to assist Beijing Institute of Fashion Technology to establish an International Design Talent Integration Center to promote the cooperation and integration among international scholars, industry experts and designers.

## **2014 - 2014**

Title: The Designers: Cross-Strait Design Talent Development Program

Project: Beijing International Design Week Design Talent Project

Responsibility: Director of Operations

Organization: 2014 Beijing International Design Week

Website: <http://fashion.sina.com.cn/l/sn/2014-09-24/1729/doc-iavxeaf3879276.shtml>

Introduction: The Designers is a design talent project of Beijing International Design Week, which is an O2O talent service platform built around the core resources of design industry. Based on talent selection, training and exchanging system, the platform has organized events through design award counseling, design competitions, designers' salons, talent exchange and promotion activities etc. As the operational leader, I have helped the project initiated its public website and the conference during the 2014 Beijing International Design Week.

## **SELECT AWARDS, HONORS**

### **2021/06**

Name: 2021 Academic Ranking of China Universities

Level: National Second Place in Digital Media Art Major

Responsibilities: departmental director

Organization: Shanghai Ranking Education Information Consulting Co., Ltd.

Website: <https://www.shanghairanking.cn/rankings/bcmr/2021/130508>

Introduction: Beijing Institute of Fashion Technology ranks second in the country in the Digital Media Art discipline, and ranks in the top ten with Communication University of China and Tsinghua University. 2021 Academic Ranking of China Universities covers more than 500 undergraduate disciplines. It is by far the largest Chinese university undergraduate professional ranking and one of the four authoritative university rankings in the world.

## **2020/01**

Name: National Excellence Discipline Development Point

Level: Double Ten Thousand Award of The Ministry of Education

Responsibilities: departmental director

Organization: Ministry of Education

Website: <https://www.bift.edu.cn/xwgg/bfxw/83702.htm>

Introduction: I assisted the Digital Media Art discipline to successfully obtain the National Excellence Discipline Development Point, and stood out among many schools in the country. In 2019, the Ministry of Education launched the Double Ten Thousand Award for the construction of first-class undergraduate disciplines in order to comprehensively revitalize undergraduate education and improve the talent training capabilities.

## **2015/07**

Name: Deep Breathing

Level: China's Green Technology Innovation Achievement

Responsibilities: project leader

Organization: Global Compact China Network Climate China Summit

Website: None

Introduction: On behalf of the Deep Breath team of Beijing Institute of Fashion Technology, I received the China's Green Technology Innovation Achievement during the event of Global Compact China Network Climate China Summit in July 2015. This Summit was supervised by Rae Kwon Chung, Chief Advisor to the Secretary-General of the United Nations on Climate Change.



**2014/06**

Name: BIFT Scholar: Research and Practice of Integration and Innovation of International Design Talents

Level: Beijing Institute of Fashion Technology Scholar Fund

Responsibilities: receiver

Organization: Beijing Institute of Fashion Technology

Website: None

Introduction: I have been granted a three-year research fund as BIFT Scholar. During this period of time, I assisted the school to establish an International Design Talent Integration Center to promote the communications and cooperations of international faculties, industry professionals and designers.

**2013/07**

Name: The Politecnico di Milano International Fellowships

Level: Politecnico di Milano Global Scholar Fund

Responsibilities: receiver

Organization: Politecnico di Milano, Italy

Website: [https://www.polimi.it/fileadmin/user\\_upload/Lavora-con-noi/international-fellowships/graduatoria\\_di\\_merito\\_PIF\\_2012.pdf](https://www.polimi.it/fileadmin/user_upload/Lavora-con-noi/international-fellowships/graduatoria_di_merito_PIF_2012.pdf)

Introduction: The Politecnico di Milano began to recruit 11 researchers from around the world in 2012, covering the main cutting-edge disciplines of the school. I put forward a research plan on the research of Digital Media & Fashion, and won this global scholar fund in 2013, becoming the only Chinese who received this honor in the field of design.

**2007/05**

Name: Hong Kong, Macao and Taiwan Senior Talents Work Residence Permit

Level: Beijing Municipality

Responsibilities: receiver

Organization: Beijing Municipal Bureau of Human Resources

Website: None

Introduction: I obtained this Work Residence Permit when I joined Beijing Institute of Fashion

Technology in 2007, becoming the first Taiwanese personnel to hold an important job in Beijing Institute of Fashion Technology. In 2002, the Beijing Municipal Bureau of Personnel issued the implementation opinions on personnel policies concerning the working permit of senior professionals from Hong Kong, Macau and Taiwan Regions.

## **PATENTS**

**2018/07**

Name: A Sleeping Speaker (ZL201720406863.8)

Level: Utility Model Patent of the People's Republic of China

Responsibilities: first designer

Organization: Beijing Institute of Fashion Technology

Website: <http://www.soopat.com/Patent/201720406863>

Introduction: This patent is a speaker for sleeping aid, which includes: battery, speaker, housing; CPU processor module.

**2017/10**

Name: Mobile phone with interactive interface (201730138368.9)

Level: Appearance Patent of the People's Republic of China

Responsibilities: first designer

Organization: Beijing Institute of Fashion Technology

Website: <http://www.soopat.com/Patent/201730138368>

Introduction: This patent is an APP for behavior changing. The main point of this design is the graphical user interface used to help users develop a good sleep habits.

**2014/01**

Name: Toy Design (ZL201330346861.1)

Level: Utility Model Patent of the People's Republic of China

Responsibilities: first designer

Unit: Beijing Institute of Fashion Technology

Website: <http://www.soopat.com/Patent/201330346861>

Brief introduction: This patent is the appearance design of a toy (doll) product.