



Gao Huacong

User Research •
Product & Experience Planning

+86 15241155967
1359966527@qq.com
Beijing, China

Portfolio: [View Projects & Research](#)

Education

Joint China-UK
Dual-Master's Programme
University for the Creative Arts
MA User Experience Design
Sep 2025 - Sep 2026

Tianjin Academy of Fine Arts
MA Cross-Media Art
Sep 2023 - Jun 2026

Tianjin Academy of Fine Arts
BA Mobile Media Art
Sep 2018 - Jun 2022

Tools & Languages

Digital Tools
Figma • Webflow • PowerPoint
Excel • Photoshop • Premiere Pro
TouchDesigner

Language & Collaboration
CET-6 • Research using
English-language sources •
Presentations in English •
Multicultural teamwork

Awards

2024 • First Prize, “Understanding
China” Programme, Tianjin
Education System
2024 • Excellence Award, 3rd “Light
Year” Digital Art and Creativity
Competition
2024 • First-Class Postgraduate
Academic Scholarship
2023 • Second-Class Postgraduate
Academic Scholarship

Profile

Cross-disciplinary background in Cross-Media Art and User Experience Design, with a BA in Mobile Media Art. Experience in user research, information architecture and concept planning across museum, digital interaction and cultural exhibition projects.

Selected Projects

01 Living Labels | Participatory Museum Interpretation

2026 • Independent Master's Project • UK
Research & Concept: Explored visitor responses to museum interpretation and proposed a concept connecting curatorial context with visitor voices.
Experience Planning: Designed an emotion wall, gesture-based public exploration and a mobile contribution flow.
Prototyping & Evaluation: Built physical and digital prototypes; refined interaction cues and submission steps after informal testing with three participants.

02 PathMuse | Hybrid Wayfinding Concept for the British Museum

2026 • Master's Group Project • UK
User Research: Contributed to on-site observations and visitor interviews at the British Museum, focusing on navigation and exhibit information.
Concept Planning: Proposed the “Cultural Shopping Cart” and helped restructure map information for personalised routes and physical location touchpoints.
Team Collaboration: Contributed to physical prototypes and a presentation video with a multicultural team, and helped deliver the final presentation in English.

03 Peak to Peak | Immersive Art Exhibition

2024 • Changzhou Art Museum • Exhibition Project
Content & AI: Helped translate motifs from Chinese paintings into AI-assisted digital exhibition content.
Experience & Delivery: Designed a layered stamp activity and customised materials; supported prototyping, supplier communication and on-site implementation.
Visitor Engagement: Planned and facilitated a public workshop; contributed to exhibition video production and on-site coordination.

Core Skills

Research & Planning: User interviews • Field observation • Needs analysis • Journey mapping • Information architecture • Concept planning • Collaboration
AI-Assisted Workflows: Generative AI for research, information synthesis, concept development, writing, presentation materials and early prototypes, with outputs reviewed and refined.
Leadership & Activities
Deputy Head, Publicity & Communications
Graduate Student Union, Tianjin Academy of Fine Arts • 2024
Supported event publicity, materials and on-site coordination.