

Dr. Xian Xu

✉ xianxu@ust.hk | 🏠 <https://xxuxian.github.io/> | 📍 Big Data Institute, HKUST, HK

Basic Information

Gender: Female Research interests: Data-Driven Storytelling, Cinematic Arts, Arts Education in VR and the Metaverse, and Human-Computer Interaction.

Employment

Research Assistant Professor

The Hong Kong University of Science and Technology
Division of Emerging Interdisciplinary Areas, Academy of Interdisciplinary Studies

Hong Kong, China
Oct. 2023 - Present

Education Background and Research Experience

The Hong Kong University of Science and Technology, Postdoctoral Researcher
Department of Computer Science & Engineering, School of Engineering

Hong Kong, China
Sep. 2023 - Oct. 2023

Cambridge University, Research Visiting Fellow

Cambridge Digital Humanities, School of Arts and Humanities

Cambridge, UK
Apr. 2023 - Jun. 2023

Oxford University, Research Visiting Fellow

Oxford e-Research Center, Department of Engineering Science

Oxford, UK
Jan. 2023 - Mar. 2023

The Hong Kong University of Science and Technology

PhD in Computational Media and Arts

Hong Kong, China
Aug. 2020 - Aug. 2023

The Central Academy of Drama

MFA in Drama and Film Studies, GPA (3.92/4.0) Ranking (1/25)

Beijing, China
Sep. 2017 - Jul. 2020

The Central Academy of Drama

BA in Directing (Film and TV Producing), GPA (3.88/4.0) Ranking (1/40)

Beijing, China
Sep. 2013 - Jul. 2017

Publications

- [1] **Xian Xu**, Aoyu Wu, Leni Yang, Zheng Wei, Rong Huang, David Yip, Huamin Qu. "Is It the End? Guidelines for Cinematic Endings in Data Videos" *ACM CHI 2023*. <https://dl.acm.org/doi/10.1145/3544548.3580701>
- [2] **Xian Xu**, Leni Yang, David Yip, Mingming Fan, Zheng Wei, Huamin Qu. "From 'Wow' to 'Why': Guidelines for Creating the Opening of a Data Video with Cinematic Styles" *ACM CHI 2022*. <https://doi.org/10.1145/3491102.3501896>
- [3] **Xian Xu**, Wai Tong, Zheng Wei, Meng Xia, Lik-Hang Lee, Huamin Qu. "Cinematography in the Metaverse: Exploring the Lighting Education on a Soundstage" *IEEE VR Poster 2023*. [10.1109/VRW58643.2023.00128](https://doi.org/10.1109/VRW58643.2023.00128)
- [4] Leni Yang, **Xian Xu**, Xingyu Lan, Ziyang Liu, Shunan Guo, Yang Shi, Huamin Qu, Nan Cao. "A Design Space for Applying the Freytag's Pyramid Structure to Data Stories" *IEEE VIS 2021 (TVCG)*. [10.1109/TVCG.2021.3114774](https://doi.org/10.1109/TVCG.2021.3114774)
- [5] Leni Yang, Aoyu Wu, Wai Tong, **Xian Xu**, Zheng Wei, Huamin Qu. "Understanding 3D data Videos: From Screens to Virtual Reality" *IEEE PacificVis 2023*. [10.1109/PacificVis56936.2023.00029](https://doi.org/10.1109/PacificVis56936.2023.00029)
- [6] Zheng Wei, **Xian Xu**, Lik-Hang Lee, Wai Tong, Huamin Qu, Pan Hui. "Feeling Present! From Physical to Virtual Cinematography Lighting Education with Metashadow" *ACM MM 2023*. [10.1145/3581783.3612580](https://doi.org/10.1145/3581783.3612580)
- [7] **Xian Xu**, David Yip, Huamin Qu. "The Golden Ratio in Narrative Structure: Visualizing the Rising-Climax in Data Videos" *VIS 2023 Posters*.
- [8] Zheng Wei, **Xian Xu**, Pan Hui. "Digital Democracy at Crossroads: A Meta-Analysis of Web and AI Influence on

Global Elections” (ACM WWW 2024). [10.1145/3589335.3652003](https://doi.org/10.1145/3589335.3652003)

- [9] Zheng Wei, Shan Jin, **Xian Xu**. “Visualizing Film Set Communication: A Graphical User Interface for Collaboration in MetaCrew” *SIGGRAPH 2024 Posters*.
- [10] **Xian Xu**, Wai Tong, Zheng Wei, Meng Xia, Lik-Hang Lee, Huamin Qu. “Transforming Cinematography Lighting Education: The Impact of Virtual Soundstages” *Visual Informatics (Under Review)*.
- [11] **Xian Xu**, Zelin Ye, Yuanzhe Jin, Leni Yang, Huamin Qu, Min Chen. “The Design Space of Short Technical Storytelling Videos: Through the Lens of Preview Videos in VIS Conferences” (Under Review).

Invited Talks

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| Cinematic Data-Driven Storytelling and Interdisciplinary Studies Singapore Management University | <i>Singapore</i> May. 2024 |
| HCI and Cinematic Storytelling Tsinghua University | <i>Beijing, China</i> Dec. 2023 |
| Exploring the Interdisciplinary Intersection of Cinematic Arts, Data Visualization, and Immersive Technologies The Century Academy of Drama | <i>Beijing, China</i> Dec. 2023 |
| Cinematic Data-Driven Storytelling The Hong Kong University Science and Technology (GZ) | <i>Guangzhou, China</i> Nov. 2023 |
| Understanding Data Visualization during Data Video Creation Phoenix TV | <i>Hongkong, China</i> Nov. 2023 |

Awards and Honors

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|----------------|---|-------------------------|
| Jan. 2023 | Scholarship: “HKUST Overseas Research Award” | <i>Hong Kong, China</i> |
| Aug. 2020-2023 | Scholarship: “Postgraduate Scholarship of HKUST” | <i>Hong Kong, China</i> |
| Jul. 2020 | Honorary Title: “Excellent Postgraduate of Beijing” | <i>Beijing, China</i> |
| Dec.2019 | Scholarship: “National Scholarship for PG Students” | <i>Beijing, China</i> |
| Dec.2017 | Scholarship: “National Scholarship” | <i>Beijing, China</i> |
| Jul. 2017 | Honorary Title: “Excellent Undergraduate of Beijing” | <i>Beijing, China</i> |
| Dec.2016 | Scholarship: “National Scholarship” | <i>Beijing, China</i> |
| Jul.2016 | Scholarship: “First-class Academic Award from CAD” | <i>Beijing, China</i> |
| Dec.2015 | Scholarship: “National Scholarship” | <i>Beijing, China</i> |
| Jul.2015 | Scholarship: “First-class Academic Award from CAD” | <i>Beijing, China</i> |
| Dec.2014 | Scholarship: “National Scholarship” | <i>Beijing, China</i> |
| Jul.2014 | Scholarship: “First-class Academic Award from CAD” | <i>Beijing, China</i> |

Teaching Experience

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| EMIA 2200 Introduction to Digital Media, HKUST Co-teaching with Prof. Alex Ma | <i>Instructor</i> Feb. 2024 - Jun. 2024 |
| IDPO 2020 Cross-disciplinary Design Thinking, HKUST Assist for Prof. Rong Zhang and Prof. Jinni Zhou | <i>Teaching Assistant</i> Feb. 2022 - Jun. 2022 |
| CMAA 5008 Visual Communication, HKUST Assist for Prof. David Yip | <i>Teaching Assistant</i> Sep. 2021 - Jan. 2022 |

The Central Academy of Drama
Peking Opera, Dance Drama, Opera, and Film & TV Departments

Counselor
Sep. 2018 - Jul. 2020

Middle and Primary Schools in Beijing, China
Drama and Film Arts Education

Drama Instructor
Sep. 2017 - Jul. 2018

Work Experience and Creations

Data Visualization X Cinematic Arts

Four Cinematic Data Video Endings with Punctuation Marks

Writer and Designer

created in Sep. 2022

Arts Education & Technology Startup

Art Mirror Network Technology Co.

Co-Founder

founded in Jan. 2019

Our Glamorous Time

TV Play of Zhejiang TV and Dragon TV in China

Screenwriter

Broadcasted in Dec. 2018

I Like to be Independent

Bestseller in China

Writer

Published in May 2017

Silent Love

Film of CCTV6

Screenwriter

Created in 2016

Mind Reader

Suspense-themed Microfilm

Screenwriter and Director

Created in 2015

Hurt

Youth Campus-themed Microfilm

Screenwriter and Director

Created in 2014

AB Sides

Youth Campus-themed Microfilm

Screenwriter and Director

Created in 2014

Professional Service

Organizing Committee ChinaVis 2024

Conference Paper Review ACM CHI, SIGGRAPH, ISMAR, ChinaVis

Personal Skills

Languages English (Fluent), Cantonese (Native), Mandarin (Native)

Personality Optimistic, curious about new things, hardworking, and easygoing

Specialty Project management and teamwork