

# BEI HU

Assistant Professor, Sam Fox School of Design & Visual Arts, Washington University in St. Louis  
MDes for HCI and Emerging Technology, Bachelor of Fine Arts in Communication Design, Bachelor of Arts in Design

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## EDUCATION

- MPS** **New York University**, Tisch School of the Arts, New York, NY  
ITP Interactive Telecommunications (Human-Computer Interaction), 2023  
*Thesis: Bark App Design - Building a Community for City Dog Owners*
- MFA** **Central Academy of Fine Arts (CAFA)**, Beijing, China  
Art & Design - with a focus on User Experience & User Interface Design, 2022  
*Thesis Paper: Research on User Experience Design for Smart Accessories*
- BFA** **Central Academy of Fine Arts (CAFA)**, Beijing, China  
Visual Communication, *Thesis Paper: Research on Self-initiated Design*, 2019

## ACADEMIC APPOINTMENTS

- 2024-Present Assistant Professor in Design, Sam Fox School, Washington University in St. Louis, Saint Louis, MO  
2023-2024 Visiting Assistant Professor, Department of Graphic Design, Kansas City Art Institute, Kansas City, MO  
2022-2023 Design Lab Staff, New York University's Tisch School of the Arts' ITP/IMA, New York, NY  
2022 Graduate Teaching Assistant - GD & Open Source Programming, Central Academy of Fine Arts, Beijing, China  
2016-2022 Art and Design Teacher, Beijing Zhongmei Studio, Beijing, China

## AWARDS/GRANTS (SELECTED)

- 2024 Winner + 2024 Best User Interface for Mobile Honor, 20th Annual Davey Awards, "Bark" app design, United States  
2024 Winner, Graphic Design USA Health + Wellness Award 2024, "Bark" app design, United States  
2024 Winner, AIGA KC Design Award, generative typeface design, United States  
2024 Gold Winner for two categories (App Design, Generative Typeface), INDIGO Design Award, United States  
2024 Winner, dotCOMM Award 2024, Honorable Mention for Website Creativity, Interactive Capabilities, United States  
2024 Best Inspirational Film Award, WSXA International Film Award 2023-24, Barcelona  
2024 Project Funding, 2024 Art in the Loop Project, Art in the Loop Foundation (AILF), Kansas City, MO  
2023 Winner, the Society of Typographic Arts (STA), STA 100 Winners, generative typeface, United States  
2023 Winner, GDUSA's 60th anniversary American Graphic Design Awards, website design, United States  
2023 Winner, Graphic Design USA, American Digital Design Award, "Bark" app design, United States  
2023 Faculty Research Funding, Kansas City Art Institute (\$1,000), United States  
2022 Communication Arts 2023 Interactive Competition Finalist, "1.2 meters", United States  
2020 Winner, Excellence Award Recipient, National Design Master Award, (Design Award, China)  
2020 Tisch School of the Arts Graduate Scholarship, The Red Burns Scholarship, NYU (\$70,000)  
2019 International DESIGNNOVA Awards Finalist (Visual Communication Award, China)  
2019 CAFA Graduate Student Full Scholarship, China  
2018 National Young Adults Science Innovative Experimental Work Award, "Life Glows in Me" - bioart  
2018 First Prize, National Scholarship (Only 2 CAFA Design juniors across China awarded)

## EXHIBITIONS (SELECTED)

- 2024 *NEW, SIX: KCAI Biennial*, KCAI Artspace, participated as artist and co-curator, Kansas City, MO, United States  
2024 *2024 Art in the Loop Project - Site-Specific Artwork* in Downtown Kansas City Public Space, AILF Foundation, MO  
2023 [Two-person Exhibition] *The Art of Bonding*, Museum of Fine Arts, Florida State University, Tallahassee, FL, United States  
2020 [Two-person Exhibition] *Apart/Together*, Museum of Fine Arts, Florida State University, Tallahassee, FL, United States  
participated as invited artist and co-curator, the exhibition featuring work by Bei Hu and Danielle Klebes

- 2019-20 The 13th National Exhibition of Fine Arts, China (top 10% of 800 entries selected across China, the most authoritative exhibition in Chinese art circle), CAFA Museum, China
- 2023 New York University Tisch ITP Thesis Show 2023, New York, NY
- 2022 New York University Tisch ITP Winter Show 2022, New York, NY
- 2022 CAFA MFA Thesis Show, Beijing, China
- 2021 Neo-Imaginaria: A Collection of Gen-Z New Media Poetics, Brownie/Project gallery, Shanghai, China
- 2021 NYU Tisch ITP Spring Show 2021, virtual
- 2021 NYU Tisch ITP Spring Show ETUDE 2021, Anomaly, Shanghai, China
- 2020 2019 Annual Public Education Art Exhibition, featuring participatory artwork by five artists, Today Art Museum, Beijing, China
- 2020 NYU Tisch ITP Winter Show 2020, Yorb virtual gallery
- 2019 CAFA BFA Graduation Works Exhibition, Beijing, China
- 2019 Interspace Dialogue- International Creative Work Exhibition, BERNINI art space, Hangzhou, China
- 2018 Inheritance & Creation 2018 Cross-Strait College Chinese Characters Design Exhibition, Nanjing, China
- 2017 Blurry Edges Interactive Projection Space Exhibition, CAFA School of Design Gallery, Beijing, China
- 2017 2117+90's Artists New Works Exhibition, featuring seven artists, Beijing, China

## **PUBLICATIONS (SELECTED)**

### **Professional work included in books / magazines / newspapers**

- 2024 *GDUSA Health+Wellness Annual*, Graphic Design USA, featuring 2024 GDUSA's Health+Wellness Design Awards, App design "Bark" published. [international, juried competition]
- 2024 *AIGA KC A19 Awards*, AIGA Kansas City, featuring AIGA KC's Annual A Awards, generative typeface design "Fractal" published. [regional, juried competition]
- 2024 *Bold Journey Magazine, Meet Bei Hu*, Voyage Group of Magazines, Artist Interview [national, invited]
- 2023 *GDUSA Design Annual, Graphic Design USA*, featuring GDUSA's 60th anniversary American Graphic Design Awards, interactive website design "Typing Experiment" published. [international, juried competition]
- 2023 *Dimensions of Curations: Considering Competing Values for International Exhibition Practices* edited by Ann Rowson Love and Pat Villeneuve, published by American Alliance of Museum (AAM) Press, multimedia work "Our Sky Project " published. [international, invited]
- 2023 *GDUSA June 2023 edition*, featuring 2023 Digital Design Awards, Graphic Design USA, native app design "Bark- Building A Community For City Dog Owners" published. [international, juried competition]
- 2022 *China Gems-* September 2022 edition (Core Art&Design Academic Journal in China), interactive wearable design "1.2 meters" published. [national, invited]
- 2022 *Art Magazine 2020*, Vol.627 (Core Art&Design Academic Journal in China), artwork "Our Sky Project" featured as cover image. [national, invited]
- 2022 *Loading - A Collection of Graduation Works from the CAFA Graduate School*, published by Jiangsu Phoenix Fine Arts Publishing House, MFA thesis work published. [national, curated]
- 2019 *The 13th National Exhibition of Fine Arts, China 2019: Works Collection of Experimental Artworks*, (curated by China Artists Association), published by People's Publishing House, multimedia work "Our Sky Project" published. [highest and national-level juried competition, once every four years]
- 2017 *China Daily Newspaper* (main newspaper, the largest national English-language newspaper) *Artists Just Like Their Parents - An ongoing exhibition shows works by creative giants' children*, by Deng Zhangyu, Feb 15, 2017 [national, curated]

### **Professional work online (exhibition/ article / conference /website)**

- 2024 [Article] *Bold Journey Magazine, Meet Bei Hu*, Voyage Group of Magazines, Artist Interview
- 2024 [Article] *Chinese artist Bao Hu and Bei Hu's first joint exhibition "The Art of Bonding" opnes at the Museum of Fine Arts, Florida State University*, edited and published by Gauguin Gallery

- 2023 [Two-person Exhibition] The Art of Bonding, Museum of Fine Arts, Florida State University official website, exhibition poster, displayed artwork, and other exhibition information published.
- 2023 [International Conference] Annual Conference of the Association for Cultural Management, Berlin, Germany. Multimedia works 'Our Sky Project' and 'Apart/Together Exhibition' were presented. A participatory project and exhibition created in collaboration with the Museum of Fine Arts, Florida State University, in 2020. *Hybrid Exhibition Curation and Creation: Inviting Multiple Perspectives to Participate in Co-Curation and Co-Creation Practices.*
- 2023 [Website] Graphic Design USA - 2023 GDUSA Digital Design Showcase, featuring 23rd Annual Digital Design Award Winners, app design "Bark" published.
- 2022 [Conference] Southeastern Museum Conference (SEMC), Rogers, Arkansas, United States multimedia work "Our Sky Project" presented in Curatorial Committee: Shifting Culture in Curatorial Research: The Place for Social Research & Theoretical Inquiry
- 2022 [Website] Museum of Fine Arts, Florida State University official website, multimedia work "Our Sky Project" featured as cover image on the landing page.
- 2021 [National Conference] Association of Academic Museums & Galleries Conference (AAMG), online multimedia work "Our Sky Project" presented in Competing Values Model: Prioritizing Equity and Care in Curation
- 2020 [Two-person Exhibition] Apart/Together - Embrace the world through art with friends, multimedia work "Our Sky Project" Museum of Fine Arts, Florida State University, the exhibition featuring work by Bei Hu and Danielle Klebes, United States
- 2020 [Article] *Under the Same Sky - Hu Bei's Exhibition "Our Sky Project 2020" at the Museum of Fine Arts FSU*, by Zida Wang (PhD Candidate at FSU), edited and published by Gauguin Gallery
- 2020 [Conference] Southeastern Museum Conference (SEMC), online multimedia work "Our Sky Project" presented in A Pathway to Compassion in Action: Using the Dimensions of Curation Competing Values Model
- 2019 [Article] *Selections of Artworks by Faculty and Graduates from the Central Academy of Fine Arts Selected and Awarded in China's 13th National Exhibition of Fine Arts*, edited and published by Central Academy of Fine Arts
- 2019 [Article] *Hu Bei "Our Sky Project" - China's 13th National Exhibition of Fine Art*, edited and published by TreasureArt
- 2017 [Article] *2117+90's Artists New Works Exhibition - Second Art Generation Emerging Artists*, edited and published by Gauguin Gallery

#### **CONFERENCE PRESENTATIONS/ INVITED TALKS (SELECTED)**

- 2024 Design Incubation Colloquium 11.1: Boston University, Boston, MA (2024, in-person)  
paper title: *Design + Co-Creation: Engaging Audiences through Cross-Disciplinary Co-Curation*
- 2024 Association of Academic Museums & Galleries Conference (AAMG 2024, virtual)  
title: *Exploring the Intersection of Constructivist Museums and Third Place Theory in Hybrid Co-Curation*
- 2024 Artist talk at New York Institute of Technology, Digital Art and Design Department, (virtual), New York, NY
- 2024 Artist talk at KCAI Artspace, Kansas City, MO (in-person)

## PROFESSIONAL EXPERIENCE (SELECTED)

- 2023 Flourish Science, Mountain View, CA (remote)  
**UI/UX Designer** (Intern), July- September  
Designed user flow of the AI-powered mental wellness Flourish App. Crafted visual assets, contributed to the development and expansion of the visual design system, ensuring consistency across all design elements.
- 2021-2022 Xiaomi Technology Corporation, Beijing, China  
**User Experience Designer** (Intern), December- February  
Built the first-generation UX/UI system for Xiaomi smartwatch. Responsible for the user experience design. Produced core applications and user flow designs for over 300 system functions. Conducted competitive analysis and design user interaction concept for Xiaomi's first-generation AR smart glasses.
- 2018 INWA Design, Beijing, China  
**Graphic Designer** (Intern), September- November  
Conducted design research; Designed visual identity, posters and motion graphics for fashion runway.
- 2017 CAFA Art Museum, Beijing, China  
**Graphic Designer** (Intern), August- December  
Designed art exhibition collaterals and environmental graphics from conceptualization to final visual design.
- 2016-2019 Beijing Gauguin Gallery, Beijing, China  
**Graphic and Web Designer** (part-time)  
Enhanced website's visual hierarchy. Designed posters, collaterals, and environmental graphics. Responsible for managing, executing, and promoting six exhibitions, including "Splendor of the Moment- Exhibition of Contemporary Chinese Women Artists"
- Freelance Design**
- 2024 Designer, Visual Identity for 2024 Annual BFA Exhibition, Kansas City Art Institute, Kansas City, MO
- 2023-2024 Designer, Visual Identity for NEW, SIX: KCAI Biennial, KCAI Artspace, Kansas City, MO
- 2023 Designer, Visual Identity for The Art of Bonding Exhibition, Museum of Fine Arts, Florida State University
- Socially-Engaged Project/ "Our Sky Project"**
- 2020-2024 Our Sky Project 2020 - Launched in collaboration with the Museum of Fine Arts at Florida State University, with participants from 14 countries/regions. Awarded Best Inspirational Film Award, WSXA International Film.
- 2019-2020 Our Sky Project 2019 - Exhibited at a national-level exhibition in China, the 13th National Exhibition of Fine Arts at CAFA Art Museum, Museum of Fine Arts, FSU (FL), and KCAI Artspace (MO).
- 2019-2020 Our Sky Project - Public Collaboration Edition: Exhibited at Today Art Museum in Beijing.
- Curatorial Work/ Visitor-Centered Experience Design**
- 2023 Co-Curator, The Art of Bonding, **Museum of Fine Arts (MoFA), Florida State University**. Co-curated the exhibition from concept to setup, focusing on visitor-centered experience.
- 2023-2024 Co-Curator, NEW, SIX: KCAI Biennial, **KCAI Artspace**. Co-curated from concept to exhibition setup.
- 2021-2022 Co-Curator, Apart/Together Exhibition, **Museum of Fine Arts (MoFA), Florida State University**. Co-curated exhibition from concept to final installation for the multimedia work Our Sky Project. Launched a digital campaign in collaboration with MoFA, engaging over 200 individuals globally.

## COURSES TAUGHT/DEVELOPED

- 2024-present Assistant Professor, Washington University in St. Louis, St. Louis, MO
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| UX Research Methods for Design (section 02), 3 credits | Fall 2024 |
| UX Research Methods for Design (section 03), 3 credits | Fall 2024 |
- 2023-2024 Visiting Assistant Professor, Department of Graphic Design, Kansas City Art Institute, Kansas City, MO
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| Self-Directed Inquiry (BFA capstone course), 3 credits (senior) | Spring 2024 |
| Media Inquiry, 3 credits (sophomore)                            | Spring 2024 |
| Interaction Inquiry, 6 credits (junior / senior)                | Fall 2023   |
| Professional Practices, 3 credits (junior)                      | Fall 2023   |

	<b>Interdisciplinary Curriculum Development:</b> co-teach with professor from Liberal Arts department	
	Interdisciplinary Inquiry, 6 credits (junior)	Spring 2024
2022	Graduate Teaching Assistant, Central Academy of Fine Arts (CAFA), Beijing, China	
	Graphic Design & Open Source Programming (elective)	Spring 2022
2016-2022	Art + Design Teacher, Precollege Program Course, Beijing Zhongmei Studio, Beijing, China	
	Graphic Design	Spring 2016- 022
	Sketch and Painting Foundation	Fall 2016-2021

## STUDENT AWARDS & RECOGNITION

2024	Communication Arts, 2024 Design Shortlist, Kevin Moreland, project from BFA capstone course, June 2024
2024	AIGA KC Design Award, Winner + Juror's Choice, Kevin Moreland, project from BFA capstone, Sep 2024
2024	AIGA KC Design Award, Winner, ViTuong Ngo, project from BFA capstone course, Sep 2024
2024	AIGA KC Design Award, Winner + Juror's Choice, Lilah Faye, Katelynn Stevens, Sep 2024
2024	PIA Midamerica Graphex Awards, 2nd place, ViTuong Ngo, project from Interaction Inquiry course, Apr 2024

## SERVICE

### WashU

#### National & International/ Professional

2024	Peer Review for 2024 AIGA National Conference, AIGA DEC Educator Track
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#### Academic Advising

2024	Advisor, Human-Computer Interaction Minor
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#### Sam Fox School Committees & Service

2024	Committee Member, Visiting Lecturer Committee
	Reviewer, St. Louis National Portfolio Day

### KCAI

#### Institutional Service

2023	Reviewer, Kansas City National Portfolio Day
2023-2024	Committee Member, Educational Outreach & Exhibition Committee (EOEC)
	Co-curator, <b>NEW, SIX: KCAI Biennial Exhibition</b> , KCAI H&R Block ArtSpace
	Designed KCAI Biennial visual identity and promotional materials in collaboration with Shuang Wu.
	Co-curator, <b>Graphic Design Collective Exhibition</b> , KCAI DeBruce Gallery, showcasing students' work from the Interaction Inquiry, Visual Inquiry, Type and Image classes
2024	Open Studios, hosted Graphic Design Open Studios with Lisa Maione.
2024	Prep-KC Typography Workshop: Led a typography workshop with Lisa Maione, for Prep-KC high school students during their visit to KCAI, providing an engaging introduction to graphic design principles.

#### Departmental Service

2024	Presenter, Foundation Open House presentation, with Tyler Galloway, Lisa Maione, Shuang Wu.
2023-2024	Designed and facilitated the Graphic Design student mentorship program with S. Wu
2024	Goodman Grant awardee selection
2023-2024	Oversee equipment checkout system and Graphic Design library.
2023-2024	Curriculum development for the Interaction Inquiry, Media Inquiry, and Self-Directed Inquiry courses.
2023	Department Visibility: Led the creation of visual identity and website design for Interaction Inquiry end-of-semester shows, including promotional posters and wayfinding designs.

#### External Project-based Collaboration

2024	Build Trybe Website Redesign Project - Coordination and project management of student contribution.
2024	Sprung Formal Project 2024 issues - Collaborated with Midland Paper and Soli Printing.

### **Cross-disciplinary Curriculum Initiatives**

- 2024 Developed course content for Media Inquiry course, design collaborative project across Graphic Design Media Inquiry course and Product Design Studio Class.
- 2024 Developed course content for Interdisciplinary Inquiry course, develop collaborative publication design project across Graphic Design Interdisciplinary Inquiry course and Liberal Arts Department The Literary Magazine course.

### **CAFA**

#### **International Scholarly Conversations Across Institutions**

- 2018-2023 Global Coordinator and English Interviewer for CAFA Visual Art Innovation Institute. Conducted exclusive interviews with over 10 world-renowned artists such as Ann Hamilton, Rem Koolhaas.