

Tong Wu Bill | Creative Technologist & Interactive Media Designer

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PROFILE SUMMARY

Creative technologist with 5+ years of experience designing sensor-based, data-driven, and emotionally resonant interactive experiences. Specializing in real-time systems, creative coding, and spatial interaction, I build immersive installations and generative visuals that explore themes of food equity, AI, and environmental change. My hybrid practice integrates technical fluency with conceptual depth, enabling me to develop impactful human-machine encounters across art, education, and cultural spaces.

EDUCATION

Pratt Institute

Master of Fine Arts in Digital Art Interactive Arts **GPA: 3.98, Graduation with Distinction**

Brooklyn, NY
Aug 2023 – May 2025

Relevant Courses: Immersive Media & Mixed Reality(A); Interactive Installation(A); Projection Mapping(A);

Duke University

Bachelor of Fine Arts in Media and Arts **GPA: 3.81, Merit Scholar, Dean's List (2020)**

Durham, NC
Jul 2018 - May 2022

Relevant Courses: Computer Graphics (A); Python & C++ Programming (A+); Physical Computing(A)

PROFESSIONAL EXPERIENCE

Pratt Institute Digital Fabrication Lab

Lab Student Manager & Peer Tutor Leader

Brooklyn, NY
Sep 2024 – May 2025

- Trained **100+ students** in 3D modelling, 3D printing, digital fabrication, specializing in Prusa, Bambu Lab, Fusion 360, Rhino.
- Managed & maintained** 10+ FDM printers, achieving 95% uptime, and reducing print failures by 80%.
- Designed parametric prototypes for **5+ installations and academic projects**, merging digital precision with conceptual design.

Duke Kunshan University Human-Computer Interaction Laboratory

Assistant Researcher in project *AI-Avatar App for Training Intervention Skill of Parents of Autistic Children*

Jiangsu, China
May 2022 – Feb 2023

- Led qualitative research with 10+ families, creating a **SQL database** to match intervention strategies with autistic children's needs.
- Prototyped a **responsive UI** in Figma that enabled step-based feedback and tracking, boosting parent engagement by over 50%.
- Designed an **AI-driven assistant** powered by **GPT-4** in Unity, providing personalized and gradual training programs for parents.

Leo Burnett Worldwide

Creative Art Producer, McDonald's Team

Shanghai, China
May 2021 - Aug 2021

- Co-designed the "**MCD 1+1 Create Your Taste**" poster with Adobe, which gained market recognition and increased engagement.
- Planned promotional visuals and directed ad shoots for the **new Chicken Burger**, based on market research and consumer testing.
- Won **1st prize** in the 2021 **Mid-Autumn MoonCake Package design contest** for an innovative packaging proposal and prototype.

RESEARCH & PUBLICATION & EXHIBITION EXPERIENCE

Blue Tears : The Water Story behind Chinese Culture

Group Exhibition at BioBat Water Story

Brooklyn, NY
Feb 2025 – May 2025

WooGu: Exploring an Embodied Tangible User Interface to encourage Children to Learn more about Farm-to-Table (TEI 2022)

Teamwork (First Author) | Instructor: Professor Tong Xin

June 2022 – May 2023

- Conducted interviews with 8 children using **qualitative methods** to explore the **lack of culinary culture** in China's elementary education, identifying key gaps and proposing tailored food content to help gain bodily experience of learning food literacy.
- Developed storyboards, interaction flows & animations, designing a tangible interface *Woogu* for **hands-on food learning**.
- Executed **qualitative and quantitative analysis** to demonstrate the 60% improvement of *Woogu* in food culture education.

LEADERSHIP EXPERIENCE

Deans's Assistant

Pratt Institute Digital Art Department Student Leader

Brooklyn, NY
Sep 2023 – Jan 2024

- Ran the redesign of the department's **visual identity** using **generative design** in p5.js and Illustrator, securing official adoption.
- Collaborated with the Dean and the Chairs to align branding with departmental goals, earning **faculty and student recognition**.

Groovy Gang (Duke Kunshan University Street Dance Club)

Founder and President

Jiangsu, China
Aug 2018 - Jun 2022

- Coordinated club operations, designed club merchandise, established the constitution and won the **Best Club Award** for 4 years.
- Organized **weekly workshops & programs**, engaging 1/6 of the student body & growing social media to 2,000+ followers.

TECHNICAL SKILLS

Creative Coding: TouchDesigner (Real-time), Processing (Generative), Arduino (Sensors), OpenFrameworks (Tools)

3D & Design: Rhino, Blender, Fusion 360 (Parametric), Keyshot, Adobe Creative Suite, Figma

Programming: Python (Logic), Unity (UI + GPT-4 AI), SQL (Matching Engine)

Fabrication: FDM Printing (Prusa, Bambu), Laser Cutting (Acrylic, Wood, Metal), Exhibition Prototyping