

HANRAN MA

MEDIA ART / INTERACTIVE SYSTEMS / GAME ENGINE RESEARCH / HIGHER EDUCATION

POSITION

Independent media artist and researcher. Former Lecturer in Digital Media Technology. Current PhD-facing work centres on Unity-based interactive systems and game engines as artistic infrastructures.

KEYWORDS

- Unity-based hybrid interactive art
- State-machine narrative
- Realtime visual orchestration
- Generative media pipelines
- Structural legibility
- Research-through-design

TOOLS

- Unity / TouchDesigner / Processing / Blender / vvvv Gamma
- Arduino, sensors, realtime media workflows

CERTIFICATION

- Unity Certified Educator
- Member, China Computer Graphics Society

CONTACT

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[website / portfolio]
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RESEARCH PROFILE

My research examines how game engines, especially Unity, can function not only as production tools but as creative and technical infrastructures for hybrid interactive art. I am interested in how state logic, event-driven interaction, realtime visual feedback, and generative content pipelines shape image, narrative, perception, and audience experience.

EDUCATION

M.A. in Interactive Media Arts (IMA)

New York University / 2021-2022

B.A. in New Technologies of Art

Accademia Albertina di Belle Arti di Torino / 2014-2017

PUBLICATION

Ma, H. (forthcoming). Design and Implementation of a Unity-Based Experimental Walking Simulation with Dialogue-Driven Interaction and Looping Scene Control.

Computing, Performance and Communication Systems / Issue 1 / 2026 / accepted for publication

SELECTED EXHIBITIONS

Result Fairy

NYU Art Gallery, New York / 2021

Temporary Radio: Children Do Not Lie

Yuan Art Museum, Chongqing / 2021

Taixu huanjing

Kumamoto Museum of Art, Japan / 2022

ACADEMIC POSITIONS / EMPLOYMENT

Lecturer in Digital Media Technology

Chongqing College of International Business and Economics / 2022-2025

Designed and delivered courses in Interactive Technology and Virtual Reality; built an interaction-technology curriculum; established the college's first Digital Media Studio; supervised project-based work and undergraduate theses.

Executive Director

Xu Beihong Art Museum / 2020-2021

Coordinated museum establishment and associated operational work.

Multimedia Designer

Chongqing Daoshi Cultural Consulting Co., Ltd. / 2017-2019

Designed and executed large-scale commercial multimedia installation projects.

SELECTED RESEARCH / ARTISTIC PROJECTS

Game Engines as Technical Platforms for Hybrid Interactive Art

PhD research direction / 2026

Develops a reusable Unity-based framework organised around state-machine narrative, realtime visual orchestration, and generative media pipelines.

On the Other Side of the Wall

Experimental walking simulation / Unity

A research case focused on dialogue-gated progression, looping scene control, fade-and-teleport transitions, and modular runtime structure.

SOMETHING BIG IS COMING

Interactive narrative system / 2025

A Unity-based project integrating state change, content triggering, multiscreen synchronisation, and AI-generated video within a callable media pool.

Interactive Design for Deaf and Hard-of-Hearing Audiences

Unity + external devices / 2024-2025

Maps musical structures into visual-spatial behaviour and bodily feedback, exploring multisensory interaction and alternative ways of perceiving music.

Children's System: Eggs Eggs Eggs

Multimedia art education project / 2020

A six-month participatory project constructing a physical-digital altar using 3D printing, sound, sensors, and light.