

***Name of the person:***

Chen Cheng

***Discipline area:***

Media Studies, Broadcasting and Television Studies, Design (Graphic, Branding, Cultural and Creative, Stage Design)

***How do they meet the purpose/value of the conference:***

Chen Cheng serves as Director of Event Planning and Chief Design Engineer at Wuxi Radio and Television Group. She possesses a decade of experience in media and communications, along with various design projects.

“Upholding principles while embracing innovation, using forward-thinking approaches to pioneer new frontiers in Chinese design” is her guiding philosophy. She excels at team integration, playing a leading role in areas such as digital media technology R&D and implementation for Wuxi Television Station, innovative planning and promotion of China's intangible cultural heritage, design execution processes, corporate standard formulation and streamlining, as well as mentoring and cultivating young artistic talent. She always actively seeks for the development of the integration track, and endeavours to transform new concepts, ideas, technologies, processes and data into media integration productivity and competitiveness in the practice of design projects, so as to make art more rational and design more literary. So her many years of work experience and views on design are very much in line with the values and aims of our conference, especially as the relevant themes of the conference (artificial intelligence, the future of China's creative industries, heritage, etc.) are also of interest and work on a daily basis.

If we could invite her, she would provide crucial guidance and insights for my research topic (Design and Research of Martial Arts Culture from the Perspectives of Communication and Innovation), particularly regarding the future communication of martial arts and the development of digital platforms.

***The speakers contact information:***

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