PERSONAL RESUME

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Scholar Platforms:

Personal Website: Click ME

Video Platforms:

Music Platforms:

Professional Summary

Interactive Media researcher specializing in AI virtual singers, human-AI co-creation, and digital music pedagogy. Combines academic training in mixed-methods research (survey, quasi-experimental design) with 10+ years of hands-on creative practice as a music producer and virtual singer tuner. Published author in ESCI Q1 journal on technology acceptance of synthetic vocals. Currently investigating AI-assisted music education through classroom intervention studies. Seeking to extend this research into cross-cultural audience cognition using physiological measures (EEG, eye-tracking).

Research Interest

- Human-AI Co-Creation in Music Production, AI Virtual Singers & Digital Cultural Identity, Affective Computing & User Experience in Digital Media, AI Music Education & Pedagogical Technology, Cross-Cultural Audience Perception of Synthetic Media

Research Methods

- Quantitative Research: Questionnaire design and large-scale surveys (N=378); statistical analysis using SPSS and Python (Chi-square test, correlation analysis, reliability and validity testing).
- Qualitative Research: Semi-structured interviews, thematic analysis, and sentiment analysis.
- Experimental Design: Mixed-methods research.
- Proposed methods: EEG, eye-tracking, physiological measures

Publication

1. **Yu, J., & Li, J. (2026). A TAM-informed exploration of user acceptance of AI virtual singers in human–AI co-creation: Simulation fidelity, functional value, and cultural value. *Cogent Arts & Humanities*, 13(1). (Taylor & Francis, ESCI Q1). DOI: https://doi.org/10.1080/23311983.2026.2700853**
   - Simulation fidelity significantly correlates with users' future expectations (r=0.450)
   - Identified the "electronic timbre paradox"—some users value synthetic qualities as cultural markers
   - Functional value (efficiency) outweighs cultural value (IP) in East Asian creator ecosystems
   - Extended TAM with fidelity and value dimensions for creative AI contexts

Keywords: AI Virtual Singers | Human–AI Co-creation | Technology Acceptance Model (TAM) | Digital Culture | Singing Voice Synthesis

2. **Yu, J., & Chang, Y. (Manuscript ready for submission). Integrating Synthesizer V AI Virtual Singers into University Music Classrooms: A Mixed-Methods Classroom Intervention Study.**
   - High Acceptance & Outcomes: Students reported strong perceived usefulness (M=4.41) and ease of use

(M=4.40), with project performance averaging 86.44/100.

- Cognitive Load Insight: 89.8% of students reported no or minor cognitive burden, supporting AI as an "intelligent scaffold" for creative tasks.
- Accessibility–Complexity Trade-off: Advanced expressive parameters scored lower, revealing the need for graduated instruction in AI music pedagogy.

Keywords: Synthesizer V | AI in Music Education | Technology Acceptance Model (TAM) | Cognitive Load Theory (CLT) | Human-AI Collaboration | Higher Education

Education

2023.09-2025.07 **Macau University of Science and Technology**

Interactive Media | Master

- Key Courses: Interactive Audio Design, Research Methods in Game Studies, User Experience Design, Digital Audio Theory

2019.09-2023.06 **Macau University of Science and Technology**

Communication | Bachelor

- Key Courses: Integrated Marketing Communications, Quantitative Data Analysis, Qualitative Data Analysis, Communication Theory

Academic Research Experience

Master's Thesis Project: User Perception and Acceptance of AI Virtual Singers in Music Creation and Education

Supervisor: Hao Li (李昊)

- Designed and executed a mixed-methods study (surveys + interviews) to investigate the impact of AI vocal synthesis technology.
- Applied statistical analysis on questionnaire data (N=378) from music professionals, identifying key factors influencing technology adoption.
- Conducted thematic analysis of interview transcripts to uncover nuanced insights into applications in educational contexts.
- **Key Findings:** Over 78% of practitioners recognized significant cost-reduction benefits; the technology's preview function received high approval (Avg. 4.3/5) for enhancing interactive learning.

Working Experience

2015 up to now **Bilibili, YouTube, Netease Music, Spotify etc.**

Self-Media Creator & Music Producer | Media & Art

- Proven ability to create engaging content across multiple platforms, amassing a dedicated subscription of over **31K** on Bilibili. Total views are more than **8.1M** at present. The most view for the single video is **2.35M**.
- Amasses a dedicated following of more than 1K on Netease Music. Total views is more than 430K.

2025.09–2025.10 **Macau University of Science and Technology, Academy of Music**

Invited Lecturer – AI Virtual Singers Workshop

- Delivered a 4-week workshop on Synthesizer V and AI vocal synthesis to Music Business & Communication and Music Education majors (3 classes)
- Designed hands-on curriculum covering vocal tuning, parameter control, and AI-assisted music production
- Received positive student feedback; this experience directly informed my ongoing classroom intervention

study

2026.05 up to now **Appen Limited (Chengdu, China).**

AC multimodal - Senior Annotator

- Participated in building multimodal training datasets for AI in music. Handled audio data analysis, semantic annotation, quality evaluation, and model feedback optimization to support the training and performance enhancement of generative AI models.
- Applied expertise in music theory, audio production, and music cognition to professionally annotate and analyze musical works, focusing on style, emotion, structure, instrumentation, and acoustic features.
- Deeply involved in the AI data production pipeline for the music vertical. Gained hands-on experience in large-scale music data annotation, evaluation frameworks, and model optimization mechanisms, with a solid background in AI data governance, human-AI collaborative annotation, and Music Information Retrieval (MIR).
- Integrated music creation practices with AI technologies, providing a practical industry foundation for research in virtual singers, intelligent music generation, and digital media interaction.

Internship Experience

2024.07-2024.08 **Eternal Dream Co., Ltd. (Zhuhai, China)**

Sound Design & Localization Intern | Game

- Designed and implemented sound effects for the game ***Radio Plain***.
- Managed English localization, player communication, and PR for games ***The Last Train*** and ***Towards Future***.

2022.07-2022.08 **KAZEVR Technology (Macao S.A.R.)**

Music & Sound Effect Intern | Game

- Composed background music and designed sound effects for the game ***Charm APP***.

Technical & Personal Skills

- **Research Methods:** Quantitative & Qualitative Data Analysis, Survey Design, Thematic Analysis.
- **Music & Audio Technology:**
  - **Vocal Synthesis: Synthesizer V**, VOCALOID, UTAU.
  - **Genres:** Proficient in **Mandarin Pop (Neo-Chinese elements)**, R&B, Folk, New Age.
- **Digital Content Production:**
  - **Software:** FL Studio, MAGIX Vegas, Adobe Audition, Melodyne, Adobe After Effects, Adobe Photoshop, Adobe Animate, Adobe XD, Frontpage, Wordpress.
- **Programming & Tools:** Python (Data Analysis & NLP), **SPSS** / NVivo
- **Languages:**
  - Chinese Mandarin (C2, Native), Chinese Cantonese (C1, Fluent), English (B2, IELTS 6.5/7.0 expected, Nov. 2026), Japanese (B2, JLPT N2), Korean (A1, Beginner).

Portfolio & Creative Works

A curated portfolio demonstrating the practical application of my research interests is available at: https://musician-chemistrychan.com/portfolio/

- **Research-Relevant Creations:** Music pieces composed using AI virtual singers, exemplifying the technology studied in my thesis.
- **Game Audio Projects:** Demonstrations of sound design from internship projects.
- **Academic Presentations:** A workshop of Virtual Singer towards the Master students from Academy of Music in Macau University of Science and Technology.