

LY DU KHANH HAN

Experience Designer | Design Researcher

lydukhanhhan@gmail.com · www.haaanly.com · [LinkedIn](#) · [GitHub](#)

PROFILE

Research-led **Experience Designer and Creative Technologist** working across digital, physical and participatory experiences. My practice combines user research, interaction design, gamification and iterative prototyping to explore how design can shape behaviour, communication and social interaction. I employ AI-assisted development and automation to rapidly turn ideas into functional prototypes for testing and iteration.

PROFESSIONAL EXPERIENCE

Independent Designer & Creative Producer | Self-employed 2018–Present

- Lead independent and commissioned projects across **interactive, visual and participatory design**, from research and concept development through AI-assisted prototyping, production and delivery.
- Initiate and co-produce exhibitions, workshops and public programmes, collaborating with designers, academics, cultural organisations and industry practitioners across Singapore and Vietnam.
- Founded and led an in-house creative team through **RMIT SGS Visual Art Club**, producing **20+ art/design-focused events**, growing the community to **100+ members**, securing external partnerships, and later expanding the team into commissioned creative work.

Design Assistant | RMIT Security Training Department 2020–2026

- Designed brand systems, educational materials and digital media for **30+ international law-enforcement training programmes**.
- Created learning materials used in programmes involving the **Australian Border Force and international law-enforcement partners**, translating complex training content into accessible visual and instructional formats.
- Developed workflow automation and AI-assisted tools to streamline media production, programme administration and data management.
- Worked across communication design, digital systems and learning experience design to deliver consistent outcomes across complex, multi-stakeholder training environments.

Teaching Assistant | RMIT University Vietnam 2023–2025

- Facilitated studio teaching, technical demonstrations and critique sessions across visual, motion and interactive design.
- Developed and curated teaching resources to support student-centred, practice-based learning.
- Led the end-to-end development of administration and workflow optimisation tools for teaching operations and trained academic staff in their implementation and use.
- Delivered guest teaching on AI-assisted creative coding and interaction design, translating emerging technologies into accessible design methods for students.

EDUCATION

Master of Arts in Design

LASALLE College of the Arts, University of the Arts Singapore
| 2025–2026

MA Merit Award Scholarship

Research focus: experience design, participatory play, gamification and Research through Design

Bachelor of Design with Distinction (Digital Media)

RMIT University Vietnam | 2018–2022

RMIT Academic Achievement Scholarship

[Outstanding Graduate Award for Digital Media](#)

KEY SKILLS

Experience & Research

Experience Design · Interaction Design · UX Research · User Testing · Participatory Design · Gamification · Workshop Facilitation

Prototyping & Technology

Rapid Prototyping · AI-assisted Development · Creative Coding · HTML/CSS/JavaScript · Physical-Digital Interaction · Generative Media · Workflow Automation

Visual & Interactive Design

UI/UX · Visual Communication · Video Editing · Motion Design · Interactive Design · Storytelling

Tools

Figma · Adobe Creative Cloud · Blender · Unity · ChatGPT · Codex · Generative Media Tools

SELECTED DESIGN PROJECTS

2025–2026 — Living Familial Archives | MA Research Project

Designed and iteratively tested a physical-digital experience exploring intergenerational communication through play, participatory storytelling and gamification. Used family playtesting and behavioural observation to inform successive prototype iterations.

2025 — DynamicWIL | Collaborative Research Project

Designed a research-based board game translating Work-Integrated Learning findings into an interactive tool for educators, students and industry partners, using metaphorical game mechanics to facilitate discussion and collaborative reflection.

SELECTED AWARDS

2023 — D&AD New Blood, Wood Pencil | [OOPSIE!](#)

2023 — WE CREATE International Game Jam, 2nd Place (Asia Region) | [Bridges to Yesterday: Prelude](#)

SELECTED PRESENTATIONS & EXHIBITIONS

2026 — {Care_Code_Culture} Exhibition, Singapore

2026 — ADPRex × APARN: Who Speaks? Conference

2026 — 30th SEAPAVAA Conference

2024 — Creative Coding: Designing with ChatGPT