

Lejia Mu

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EDUCATION

New York University, *Master of Science*

Brooklyn, NY

Expected May 2027

- *Major Program:* Integrated Design & Media
- *Relevant Coursework:* Ideation & Prototyping, Creative Coding, Virtual Production Development

University of Toronto, *Honours Bachelor of Arts*

Toronto, ON

May 2025

- *Double Major:* New Media Studies & Economics for Management Studies
- *Relevant Coursework:* The Language of Design, Interface Design, Navigation and Interaction, Sound Design, New Media Design, Application Software for Interactive Media

PROFESSIONAL EXPERIENCE

Xiaomi, *Sales and Digital Marketing Intern*, Shenzhen, CN

June 2023 – August 2023

- Assisted customers in choosing and purchasing Xiaomi products, demonstrating in-depth product knowledge and offering tailored suggestions based on customer needs and interests.
- Participated in weekly team meetings to discuss sales goals, advertising campaigns, and customer feedback, providing valuable insights that were incorporated into store operations, Xiaomi ecosystem, and Xiaomi digital platforms such as mi.com and MIJIA.
- Edited and posted Xiaomi product content in WeCom Moments to promote sales and enhance brand visibility to potential clients.
- Contributed to a 30% increase in sales during the internship period by upselling accessories and implementing targeted sales strategies that focused on customer engagement and relationship building.

PROJECT EXPERIENCE

Zombie Survival First-Person Shooter, *Independent project*, Toronto, ON

September 2024 – Present

- Owned end-to-end systems design in UE5 covering combat, AI, traversal, and UI/HUD and built a modular Blueprint architecture with data tables for rapid iteration and balance.
- Designed the weapon-input pipeline—hitscan and projectile fire, recoil and reload, ADS and input buffering—with dynamic crosshairs for real-time accuracy feedback and clean UX.
- Scripted AI and encounters—Pawn Sensing navigation with NavMesh and NavLinks, crowd queuing and door breach, multi-phase bosses with cinematic transitions—and optimized ragdoll, dismemberment, and pooling to sustain horde-scale FPS.

Virtual Production Cinematic, *Virtual Production Development course project*, Brooklyn, NY

October 2025 - Present

- Led the mocap capture pipeline, calibrating the OptiTrack volume in Motive, validating markers and skeleton solves, minimizing jitter and occlusion, and streaming via Live Link into UE5 for real-time previs.
- Retargeted performances to the selected character rigs and refined takes via MotionBuilder-UE Live Link, using Control Rig, IK/FK, and F-curve adjustments to correct alignment, contact, and timing.
- Developed storyboards with shot composition, camera movement, lighting cues, and dialogue/SFX timing to support the narrative and drive Sequencer pacing.

Platformer Adventure 2D Game, *Application Software course project*, Toronto, ON

February 2024 - April 2024

- Collaborated with a multidisciplinary team to conceptualize, design, and develop an original platformer adventure game.
- Spearheaded the programming and integration of the game using Unity Engine, ensuring seamless gameplay, robust functionality, and a compelling user experience.
- Delivered a game that raises awareness about environmental issues through its design and elements.

HONORS AND AWARDS

Dean's Entrepreneurship and Innovation Award, Toronto, ON

May 2024

- Recognized for developing an original platformer adventure game using Unity, demonstrating independent thinking, initiative in identifying and creating opportunities, and the ability to accept risks while establishing value for others.

Best Film Award, Toronto, ON

December 2023 – April 2024

- Recognized for 2x Best Film in New Media Studies Program (2023-2024).

University of Toronto Entrance Scholarship, Toronto, ON

October 2020

- Selected as a top candidate for university admission with outstanding grades and IB Diploma.

SKILLS AND INTERESTS

Language: Proficient in French, Fluent in English, Native in Mandarin

Technical Skills: Unity, Unreal Engine 5, OptiTrack, Motive, MotionBuilder, Maya, Blender, Adobe Creative Suite, Figma, Python, C, C#, JavaScript / jQuery, HTML, CSS, PHP, R, MySQL

Interests: Basketball | Swimming | Soccer | Badminton | Gaming | Tennis | Fencing