

# Ruixuan Li Rashel



Curator | Editor | Game + Situation Designer

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## EXPERIENCE

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### Overseas Business Development & Marketing Strategist

- Connect the company with the indie game industries in North America as a brand ambassador.
- Search for indie games with high market potential and reach out for further collaboration.
- Approach game designers or scholars to request interviews or republishing permissions.

### indienova

Remote Part-Time  
2022 - Present

### Curator, Designer, Founder, Art Freelancer

- Design exhibitions, interactions, events, experiential situations, and gamified interventions, including projects supported by Cornell CCA, NYFA, TANK Shanghai, etc.
- Lead project-based creative teams to offer design, editorial, writing, art, curatorial, translation, and interdisciplinary services to various clients, such as OnCurating (Zurich), the UNArt Center (Shanghai), and Arthur Art + Data (NYC).

### Curaxuan LLC

US (NY/CA), China (SH/SZ)  
2014 - Present

### Gallery Store Manager & Chief Buyer

- Designed customer experience flows for the store.
- Curated a product collection through research and collaboration with designers, artists, and manufacturers.

### Artron Art Center

Shenzhen, China  
2013 - 2014

### Project Coordinator

- Acted as the primary contact for ZARA's first online shop in Asia.
- Planned and standardized supply chain flows for the E-commerce project.

### ZARA

Shanghai, China  
2012 - 2013

## EDUCATION

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### Carnegie Mellon University

### MA in Design

Game Design, Prototyping and Production. Game Engine (Unity).  
Interaction Design. Prototyping for IxD. Visual Communication.

Pittsburgh, PA  
2023

### California College of the Arts

### MA in Curatorial Practice

Exhibition Design. Curatorial Project. Contemporary Art History.

San Francisco, CA  
2016

### The Ohio State University

### BSBA, Minor in Arts

Supply Chain Management, Six Sigma Green Belt Certification.

Columbus, OH  
2012

## HONORS & AWARDS

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- She Got Game Grant, the Swiss Arts Council Pro Helvetia **2024**
- Cornell Biennial Critic, trip funded by Cornell CCA and CMU SoD **2022**
- Open Call Winner, "To-gather" by the Swiss Arts Council Pro Helvetia **2021**
- Cornell CCA Grant, Cornell CCA Biennial 2020 **2020**
- Open Call Winner, the 2019 Bi-City Biennale of Urbanism/Architecture **2019**
- Shortlist, Micro-Curatorial Project by Fy Foundation **2018**

## SELECTED PROJECTS

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- Curating the Digital Expanded (online journal),  
OnCurating (Zurich) X UNArt (Shanghai) **2023**
- Games-in-Residence (exhibition), Shenzhen, China
- YouXi DimSum (exhibition), LikeLike, Pittsburgh, PA
- Go Groundshel! (video game), itch.io **2022**
- Gtopia: Game Site (exhibition), TANK Shanghai, Shanghai, China **2021**
- Lychee Tower (interactive installation), Jiazazhi Library, Ningbo, China
- The Enigmas at Red Point (trpg game), NYFA Fiscal Sponsorship **2020**
- Lychee Tower (fiction), Guan Shanyue Art Museum, Shenzhen, China **2019**
- The Foolish Old Man Project (interactive installation), Bi-City Biennale of  
Urbanism\Architecture, Shenzhen, China
- The Enigmas at Red Hook (fiction), DE-CONSTRUKT, Brooklyn, NY
- Art, Science and Innovation (event), SAP AppHaus, Palo Alto, CA **2016**

## SELECTED PUBLICATIONS

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- How to Prevent "Snow Crash"? The Mission of the Co-Creating in the  
Metaverse, @LOFT Magazine **2023 • 01**
- When the Future is Uncertain, What Can Art do? The Cornell Biennial's  
Revolutionary Experiment at the Campus, The Art Newspaper China **2022 • 11**
- Running an Arcade Bar in a Way of Operating an Art Gallery Interview with  
Mark Kleback, indienova **• 08**
- In This Super Maria Game, You Need to Find a Toilet Before Saving Your  
Partner, Initium Media
- Interview with Sam Barlow: From Her Story to IMMORTALITY, indienova
- Art People's Game Narratives, Curatorial Innovation, and Criticism on  
the Art Industry — an Alternative Review of "Forgetter," QiLu Criticism **2021 • 05**
- I, Female, a Game Watcher, Initium Media
- The Revolving Lantern of Media Art, Shanghai Art Review **• 04**
- The Real and Unreal Locality of Exhibition in Tech Trends, ARTCO China **2018 • 03**

## SKILLS

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Storytelling, Curating, Information Sorting, Bilingual Writing, Adobe Creative Suite, Unity/C#, Figma, HTML/CSS, Project & Budget Management

