



Xinyang Li

LI Xinyang is a design-theory and cultural-heritage researcher whose work connects machine learning, multi-attribute decision-making, urban green-space design, user behavior and tourist experience in digital virtual spaces.

Her research practice covers data collection and processing, research reports, manuscript writing, teaching support and evidence-based design analysis. She works with Rough Set Theory, AHP, FDM, EFA, VIKOR, Kano Model and Entropy Method.

Research interests: machine learning; multi-attribute decision making; urban green-space design; user behavior and experience; NLP-based tourist experience in digital virtual spaces; cultural heritage tourism decision behavior.

Ph.D. candidate, Design Theory and Practice, Macau University of Science and Technology

M.A. Design, Cultural Heritage, Macau University of Science and Technology

B.A. Design, Built Environment Design, Sichuan Fine Arts Institute

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Academic Qualification

Ph.D. Candidate in Design Theory and Practice, Macau University of Science and Technology 澳門科技大學

2024.09-present

Doctoral research direction: tourist experience in digital virtual spaces based on online reviews and natural language processing.

Master of Design, Cultural Heritage, Macau University of Science and Technology 澳門科技大學

2021.09-2023.06 · GPA: 3.51/4.0

Courses include Research Methods, Consumer Behavior Research and Cultural Heritage Conservation Research.

Thesis: using Rough Set Theory to explore decision behavior patterns among visitors to cultural heritage attractions.

Bachelor of Design, Built Environment Design, Sichuan Fine Arts Institute 四川美術學院

2017.09-2021.06 · GPA: 3.76/5.0

Courses include rural ecosystem research, public needs and spatial art design research, slow-traffic landscape system research and inclusive design research.

Graduation design: intertidal landscape design.

Research Fields and Skills

- Main research directions include machine learning, multi-attribute decision making, urban green-space design and user behavior experience research.
- Quantitative methods include Rough Set Theory, Analytic Hierarchy Process, Fuzzy Delphi Method, Exploratory Factor Analysis, VIKOR, Kano Model and Entropy Method.
- Skilled in SketchUp, Lumion, Photoshop, Midjourney, ROSE2, SPSS, NVivo and Office workflows.

Work and Teaching Experience

Researcher, CCIG (Zhuhai) International Culture Development Co., Ltd. CCIG

集智（珠海）國際文化發展有限公司

2023.06-present

Responsible for data collection and processing, research project reports and manuscript writing.

Teaching Assistant, Design Studies, Macau University of Science and Technology

澳門科技大學

2024.09-2025.01

Supported the master's course Research Methods.

External Teacher, School of Architecture, Guangzhou Academy of Fine Arts

廣州美術學院

2023.09-2023.12

Responsible for the undergraduate experimental class Design Efficiency and Standards.

Research Outputs

Continuous improvement strategies for old urban neighbourhood open spaces in the post-pandemic era from the perspective of healthy ageing

Zhuhai municipal project · Completed.

Authors: Xinyang Li and Kaiyang Wang. Case: community parks in Xiangzhou District, Zhuhai.

A data mining approach to explore the causal rules between conditional attributes of neighborhood parks and seniors' satisfaction

Cities · SCI Q1, IF 6.0 · Under review.

Authors: Kai-yang Wang, Xin-yang Li, Bo-wei Zhu, Lei Xiong and Gwo-Hshiung Tzeng.

Links between cue combinations of physical environments and consumer satisfaction in themed restaurants

International Journal of Hospitality Management · SCI Q1, IF 11.7 · Published.

Authors: Guan-qiang Wang, Bo-wei Zhu, Kai-yang Wang, Xin-yang Li and Lei Xiong.

What Combination Scenes of Landscape Features in Urban Green Spaces Have Recovery Effects on Minor Depression?

Journal of Urban Planning and Development · SCI Q3, IF 1.7 · Published.

Authors: Xun Li, Bo-Wei Zhu, Lei Xiong, Xin-Yang Li and Gwo-Hshiung Tzeng.

Awards

- Second-Class Scholarship and Merit Student, Sichuan Fine Arts Institute, 2017.09-2018.09.
- Second-Class Scholarship and Merit Student, Sichuan Fine Arts Institute, 2018.09-2019.06.
- Third-Class Scholarship, with work selected for the university annual exhibition, 2019.09-2020.06.
- Outstanding Graduation Creation Award, 2021.09-2023.06.