

EDUCATION

09/2024–07/2025 · Nottingham Trent University

MA Graphic Communication, Distinction

09/2018–06/2022 · Chengdu Jincheng University

BA in Network and New Media

SOFTWARE SKILLS

Photoshop · Illustrator · InDesign · Figma
· Premiere Pro · TouchDesigner

LANGUAGES

Chinese · Native
English · Working Proficiency

AWARDS

2022 InAward Excellence Award

2020 Toutiao Training Program · Outstanding Participant

ADDITIONAL EXPERIENCE

Luzhou IELTS International

Part-time Teacher · IELTS Speaking & Writing

Shenzhen Banma Xincheng Education

Contract Part-time Teacher · Dual-track English & IELTS Courses

HONGYU SHI

13281287489@163.com

TARGET ROLES

Global Social Media · Content Operations · Community Operations

PROFILE

Visual Communication and Content Creation background with experience in content planning and visual design.

Strong Chinese–English communication skills and cross-cultural understanding, with experience in international and game-related projects.

Interested in global social media, gaming and online communities, with hands-on experience in content creation.

WORK EXPERIENCE

Chengdu Wanhua Investment Group – A4x Art Center

New Media Design Intern · Mar 2024–May 2024

Created Xiaohongshu/WeChat content, visual posts and infographics; supported official website content formatting.

Conducted outreach to 50+ artists and bloggers, collecting feedback and supporting exhibition promotion, events and on-site visual setup.

Chengdu Hexiao Culture

Content Operations (AIGC) · Oct 2025–Dec 2025

Developed content for domestic and international game projects, supporting visual concepts, storyboards and narrative content.

Used AI image, video and audio tools to develop visual concepts and character designs, supporting rapid content iteration.

Reviewed and refined English scripts, dialogue and AI-generated voice content for accuracy, consistency and natural delivery.

PROJECT EXPERIENCE

Independent Fan Game – Steam Promotional Project

Visual Design / Content Creation · Nov 2025

Developed promotional assets for a fan-made game's Steam store page, including the logo, key visual and store graphics.

Explored a visual direction for the game's style and audience, creating promotional materials for Steam.

Blackroot – MA Graduation Project

Visual Communication / Content Planning · Nov 2024–Jul 2025

Researched black metal culture and audience perspectives through questionnaires and field research; developed findings into multi-format visual communication and an immersive event.

Discord Community Setup & Operations

Community Operations · Aug 2024–Apr 2025

Co-managed a gaming community on Discord, handling channel organisation, basic bot configuration, announcements and daily engagement.