

HUANG DING

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Education

University of Toronto, St. George Campus , Canada	Sep 2023 - Jun 2027
Sociology & East Asian Cultural Studies	Full-time Bachelor
Hong Kong University of Science and Technology (HKUST), Hong Kong, China	Sep 2025 - Jun 2026
Exchange · School of Humanities and Social Science	International Exchange Student

Work Experience

Shenzhen Chillyroom Game Technology Co., Ltd.	Jul 2024 - Jul 2025
Game Narrative Planning Intern ("Soul Knight" Project Team)	Shenzhen, Guangdong
https://space.bilibili.com/87721937?spm_id_from=333.337.0.0	
- Responsible for main storyline and world-building, collaborated with the team to define narrative direction; wrote key plots, dialogues, and scene descriptions, ensuring story logic matched game pacing. - Designed 20+ characters/skins and their backstories based on gameplay and art style; coordinated with artists to review character illustrations, ensuring visual consistency. - Continuously optimized character development and monetization strategies based on feedback and research; managed 4 major skin series and coordinated team progress. Responsible for test issue troubleshooting and documentation feedback, supporting version iterations.	

NetEase Youdao Information Technology (Beijing) Co., Ltd. Guangzhou Branch	May 2025 - May 2025
Game Marketing Intern (KOL Influencer Project Team)	Guangzhou, Guangdong
- Responsible for discovering top game content creators/influencer resources on platforms like Bilibili, Douyin, Kuaishou, etc., cumulatively screened and evaluated 200+ influencer account data (follower demographics, content style, viral rate). - Completed the full business negotiation process, including confirmation of cooperation models (custom videos/live streaming for traffic), schedule coordination, contract term verification, successfully facilitated several cooperation orders. - Led the optimization of cooperation video scripts by establishing a "core selling points + influencer characteristics + hot topics" content framework.	

Projects

Tencent IEG · User & Market Research Department Game Content Editor	Jun 2025 - Present
https://mp.weixin.qq.com/s/FAiw0Fpyjnhz6kHds8W5zA	
- Articles featured on the front page of Tencent KM internal knowledge platform. - Independently planned and wrote various types of content (game research articles, user stories, video scripts, etc.) by combining industry trends with user insights, aiming to create high-quality content with both depth and virality.	

- Precisely controlled content quality, significantly improving readability and user reading experience through professional polishing and proofreading, ensuring content met Tencent Interactive Entertainment brand standards.

Tencent IEG · User & Market Research Department | Future Signal Space Station
Phase 15

Nov 2025 - Present

<https://mp.weixin.qq.com/s/j6l-SPwyikdN1P1wfNt8jA>

- Systematically mastered cutting-edge methods in game user research and market analysis, with the ability to capture industry trends and user insights.
- Completed the full process from topic design and data collection to research report writing through high-fidelity commercial research project training.
- Enhanced communication and collaboration skills while working with team members from diverse backgrounds, and expanded professional network in the gaming and entertainment field.

Tencent CDG · Group Marketing & Public Relations Department | MPR Goose Camp
Communication Intern

Aug 2025 - Dec 2025

https://www.sohu.com/a/914563064_121106832

- Completed assigned projects and tasks under the guidance of mentors from Tencent Marketing & Public Relations Department.
- Proactively participated in information collection, hot topic summarization, and other phased tasks.
- Responsible for maintaining and managing community ecosystem.

Galgame Criticism (200k+ followers self-media) | Editor & Self-media Creator & Translator/Proofreader

Jun 2023 – Present

<https://space.bilibili.com/2072586344>

- Operated "Galgame Criticism" (Bilibili with 200k+ followers), regularly publishing reviews, observations, and secondary creations, and participated in official internal testing.
- Produced high-quality reviews and industry insights, responsible for transforming written content into video scripts, facilitating the account's transition from text/image to multimedia.
- Participated in the translation and proofreading of "The History and Allure of Interactive Visual Novels," ensuring accuracy in terminology and academic expression.

"Girl's Journey" AVG Game (G-Cores GameJam Baozao Event) | Copywriter/Director

Apr 2024 - May 2024

<https://www.gcores.com/games/125872>

- Completed world-building and thousands of words of script writing for "Girl's Journey" within the 1-month GameJam timeframe, designed 3 character side stories and ensured multiple ending experiences.
- Strictly managed progress, submitted and optimized packaging on time; collaborated with programmers to ensure consistency between copy and performance effects.
- The work "Girl's Journey" won the G-Cores 2024 GameJam "Top 10 Popularity" award.

"The Game "Galgame Criticism" | Editor & Self-media Creator & Translator/Proofreader (Jun 2023 – Present)

Indie Game "Rebellious God Soul" | Localization Project Management (English)

"Rebellious God Soul" is a story-driven visual RPG developed by the domestic indie game team U-Secret Studio, combining card strategy battles, maiden cultivation, and a light cyberpunk worldview. It features a unique "magical realism" style and profound social critique.

Mar 2025 - Apr 2025

<https://store.steampowered.com/app/1213300/GODSOUL/>

- Led the establishment of a localization system from scratch: built English localization style guide, developed terminology database, wrote the "Rebellious God Soul Localization Translation Manual" internal document.

"Bad Guy Tutoring Class" AVG Game (G-Cores GameJam Baozao Event) | Numerical Designer/Narrative Director

Mar 2025 - May 2025

<https://www.gcores.com/games/148009>

- Responsible for numerical design and balancing of the shooting version card collection and construction system, ensuring combat strategy depth and fun, optimizing player vs. player experience.
- Led the narrative pacing of the "bad daughter × superhero father" storyline, designed scene transitions, key plot 演绎, and other game performances.

HumiHumi (AVG Editor Platform) | Advisor/Operations

HumiHumi is an editor platform specifically designed for AVG (Adventure Visual Game) creators. In its early launch phase, the platform urgently needed to attract more creators and players while refining product features and user experience.

Jun 2023 - Apr 2024

<https://humihumi.com/#/>

- Based on understanding of AVG game creation processes, regularly communicated with the platform founder to assist in setting feature priorities, user experience optimization, and subsequent operational strategies.
- Responsible for operating official accounts, creating 图文 and short video content, planning themes around game development tutorials and creator interviews to enhance platform exposure within the community.
- Managed official communities, promoted interaction between authors and players; planned and implemented the "First HumiHumi Short Visual Novel Competition," wrote competition rules and promotional copy, successfully attracting hundreds of authors and incubating multiple high-quality works.