

# Wang Xinyue

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## SUMMARY

As a Game Developer, I'm focusing on creating immersive and engaging gaming experiences that inspire and help others.

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## EXPERIENCE

### Game Jam

- **Global Game Jam 2025 — Thermae.** Responsible for 2d Art, Animation, Game Design, Project Management
- **Global Game Jam 2024 — Sushimulator.** Responsible for 3d Art
- **EXPA Game Jam 2023 — There's Hope on the Surface.** Responsible for sounds design, video

### Marketing Specialist

#### ServeChina

October 2022 – October 2023, Shanghai, China

- Worked for one of China's largest logistics service companies, managing digital marketing, website SEO, and SEM.
- Planned and executed offline marketing exhibitions, including event coordination, booth design, promotional material preparation, and on-site engagement. Managed logistics, vendor communication, and post-event analysis to optimize marketing impact.

### English teaching department project manager

#### Beelink Online Education

May 2021 – October 2021, Barcelona, Spain

- Responsible for contacting native English teachers, community marketing, selling and customer management.
- Plan and host online language exchange activities.

### Research Internship

#### IBEC - Synthetic, Perceptive, Emotive and Cognitive Systems Lab

January 2019 – July 2019, Barcelona, Spain

- Studied the relation between task difficulty and self-efficacy in virtual reality (VR) applications for motor relearning, and its benefits for stroke therapy.
- Built Unity 3D game, run experiments and analysed data (python).

### Marketing Video Editor | Assistant Project Manager

#### Leshi Internet Information and Technology Corp.

January 2015 – November 2016, Beijing, China

- Responsible for marketing video production.
- Scheduled project meetings, managed deadlines and deliveries to align our projects with the goals of the company.

### TV Program Producer

#### Hangzhou TV Station

January 2014 – July 2014, Hangzhou, China

- Worked on post-production for TV program Mommy's Baby.
- In charge of non-linear digital video editing and special digital FX.

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## EDUCATION

### Business Information Technology, Game Production

Jyväskylä ammattikorkeakoulu • Jyväskylä, Finland • 2023–

- Focused on game design, development pipelines, project management, and team collaboration in game production.
- Learning game engines and C#, C++ programming for game development.
- Also developing skills in 3D modeling using Blender.

### Master in Digital Marketing

Cipsa Academia, Barcelona • Barcelona, Spain • 2020

- Learned web programming with HTML, CSS.
- Used Wordpress to setup a website for my own business idea.
- Learned the foundation of SEO and SEM to promote websites.

### Master of Science in Cognitive Systems and Interactive Media

Universitat Pompeu Fabra, Barcelona • Barcelona, Spain • 2018.09 – 2019.07

- Learned research, experiment design, data collection and statistics for data analysis.
- 3D printed case for interactive art project using an FDM 3D printer.

### Bachelor of Engineering in Digital Media Arts

Zhejiang University of Media and Communication, • Hangzhou, China • 2010.09 – 2014.07

- Specialized in **graphic design, video editing & VFX, and 3D modeling.**
  - Gained experience in using industry-standard tools for visual content creation and multimedia production.
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## SKILLS

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- **Game Development:** Unity (C#)
- **Video Editing & Motion Graphics:** Final Cut Pro X, Premiere, After Effects
- **Graphic Design & 3D Modeling:** Photoshop, Maya, Blender
- **Web Development:** WordPress, HTML, CSS
- **Sounds Design:** Logic Pro
- **Digital Marketing:** SEO, SEM

**Languages:**

**Chinese:** Native **English:** C1 **Spanish:** B2 **Finnish:** A2

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