

# Hermione Khan

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🌐 <https://hermioneKhan.github.io/HermioneKhanPortfolio/gamework.html>

## SUMMARY

I am a creative and user-focused worker with a strong foundation in community engagement, content creation, and interactive storytelling. As a designer and marketer for a game prototype, I led a multidisciplinary team, fostering collaboration and delivering user-centric marketing strategies. My experience creating content for a UK-based South Korean magazine honed my ability to craft engaging narratives tailored to diverse and multi-cultural audiences. Proficient in the Adobe Creative Suite and Microsoft Office for content production and data analysis, I thrive in a creative working atmosphere. Passionate about gaming and pop culture, I have a deep understanding of contemporary genres, user communities and the importance of understanding user feedback to enhance online experiences.

## EXPERIENCE & ACHIEVEMENTS

● 2024

### Content Creator at Cherry Chu Magazine

In this role, I created social media content for TikTok, Instagram and YouTube to build engagement and market the magazine with a comprehensive strategy. I worked in a collaborative team and helped to build a community on X, Bluesky and Discord. This role strengthened my skills in marketing, video editing, teamwork and production.

● 2023 - 2024

### Audience Favourite Award at The Interactive Media Showcase

My game prototype 'Phantom Maternal' won audience favourite award at the Interactive Media showcase at The University of York.

### Student Content Creator at The University of York

In this role, I created social media content for The University Of York to promote and market the university. This role strengthened my skills in marketing, video editing and market research.

● 2022 - 2023

### Social & Communications Representative for the Korean Cultural Society at The University of York

In this role, I managed the society's social channels: Instagram, Facebook, X, YouTube and TikTok, and created social media marketing strategies to build the engagement and community of +100 members. This role strengthened my skills in community management, teamwork and social media content production.

● 2021 - 2022

### Marketing Team Member for the Interactive Media Showcase

In this role, I collaborated in a team to create a marketing strategy for the Interactive Media Showcase. This included writing a short narrative for a virtual comic strip which was used to build engagement online for the event. This role strengthened my skills in marketing, video editing, narrative design and teamwork.

## SKILLS

- Proficiency in the **Adobe Creative Suite** for design and production (Photoshop, Premier Pro, Xd, Illustrator, Audition)
- Proficiency in **Video Editing** for both long and short forms (Premier Pro, Capcut)
- Proficiency in **Audio Editing** within Adobe Audition
- Experience in **Graphic Design** (Canva, Photoshop, Illustrator, Gimp)
- Experience using **data collection** methods (Quantitative, Qualitative) and **data analysis** tools (SPSS, Microsoft Excel)
- Experience in building **community and engagement** through social media platforms (X, Instagram, Tiktok, Bluesky, YouTube)
- Experience in direct communication with users and fostering a positive communal atmosphere online.

## EDUCATION

● 2021 - 2024

### The University of York, UK

BSc Interactive Media, First-Class Honours

● 2014 - 2021

### Kesteven and Sleaford High School, Lincolnshire, UK

A-Levels in Product Design (A\*), Photography (A), Geography (B) and 11 GCSEs