

Jingyi Zhang

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EDUCATION AND QUALIFICATIONS

Uppsala University, Visby, Sweden

Aug 2022 – June 2023

M.A. in Game Design

- Honor: International student ambassador
- Publication: *Gender expression and gender identity in virtual reality: avatars, role-adoption, and social interaction in VRChat* · Frontiers in Virtual Reality · Feb 12, 2024

Xiamen University, Xiamen, China

Sep 2017 - Jun 2021

B.A. in English Language & Culture

- Honor: The Second Prize of the Design Competition of Admissions Materials

PROFESSIONAL EXPERIENCE

Game Designer (Full-time)

Gamescan Stockholm Studios/Metaking Studio, Stockholm, Sweden

Nov 2023- Present

- Delivered core gameplay, progression, mechanics, and economy systems for live game BLOCKLORDS (30K+ players), collaborating with the Game Director and cross-functional teams using Miro, Google Suite, Figma, and Unity to drive features from concept to implementation.
- Planned and tracked production via Jira and Trello, facilitating sprint planning and managing cross-team dependencies.
- Created and maintained design documentation; ensured clarity and consistency across teams.
- Led design reviews, gameplay explanation, and QA meetings to align expectations and improve release quality.
- Used player data and community feedback to iterate and optimize gameplay features.
- Stayed current with LiveOps and core game design trends to ensure continuous gameplay evolution.

Community Manager (Full-time)

Shengqu Games, Shanghai, China

Jun 2021- Mar 2022

- Managed Final Fantasy XIV China's official RedNote account, increasing followers by 450% in four months.
- Used performance data to adjust content strategy, boosting engagement and reach.
- Collaborated with marketing and dev teams to create consistent messaging across channels.
- Executed online campaigns and community events, contributing to user acquisition growth.

XD Inc., Shanghai, China (Full-time)

Mar 2022 - Jul 2022

- Ran cross-platform campaigns (RedNote, Weibo, TapTap) for XD Town, growing visibility and engagement.
- Provided problem solutions based on user feedback and worked with the development team to incorporate user-centric solutions.
- Built and nurtured an active player community through events, interactions, and influencer collaborations.
- Oversaw projects with outsourced artists, ensuring quality, timeliness, and budget alignment.

Assistant to the registrar (Intern)

Taicang Library, Suzhou, China

Feb 2021- May 2021

Xiamen Powerlong Art Center, Xiamen, China

Sep 2019- Jan 2020

- Assisted with exhibitions, data collection, and various curatorial tasks.

SKILLS& INTERESTS

Languages: Mandarin Chinese (Native), English (Proficient), Japanese (Basic)

Skills: Game Design, Project Management, Creative Writing, Graphical Design, Video Editing, Music Production, Account Management, Data Analysis, Online advertising

IT: Google suite, Unity, Trello, Miro, Jira, Git, SVN, VSCode, Photoshop, Illustrator, Premiere, Audition, Studio One, Microsoft suite

Interests: VR, Games, Photography, Films, Instruments, Metal music, Dogs, Dancing, Crochet