

Xinzhe Jiang

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EDUCATION

Duke University	May. 2026
MEng in Game Design, Development & Innovation	Durham, NC
Duke Kunshan University (DKU) & Duke University	May. 2024
B.A in Media Arts	Kunshan, China & Durham, NC
▪ GPA: 3.9/4.0; Dean's list in all semesters; Graduation with Distinction; Summa Cum Laude (highest 5%)	
Related Courses: Programming with C++, Critical Analysis of Video Games, Foundations of Interactive Game Design, Game Design with Unreal	

PROFESSIONAL EXPERIENCE

Game Square	May. 2024-Aug. 2024
<i>Game Design Intern</i>	Shanghai, China
▪ Designed and developed three levels through Unity, ensuring they matched the game's style and theme.	
▪ Created storylines and dialogues for in-game characters to enhance the player's immersive experience.	
▪ Conducted playtesting sessions and gathered player feedback to refine the level design and gameplay mechanics, resulting a 50% increase in game participants.	
Xiaohongshu	Apr. 2023-June 2023
<i>Marketing Data Analytics and Operations Intern</i>	Shanghai, China
▪ Assisted 15+ brands including <i>Uniqlo</i> , <i>Bosideng</i> , and <i>Marisfrolg</i> during the advertising preparations to maintain their brand images and influence, and evaluate media coverage based on reading volume.	
▪ Estimated the matrix and correlation between clients' advertising investment and market trends through database and Excel, gleaned data-driven insights and market analysis to optimize campaign effectiveness.	
▪ Processed key metrics such as click-through rates, cost of engagement, and brand mentions through data-oriented advice, and visualized the data analysis.	
Mobalytics	Dec. 2022-Feb. 2023
<i>Cryptocurrency Gaming Market Research and Data Analysis Intern</i>	Remote
▪ Created a 25-page reporting deck of 10+ P2E game markets covering industry scale and key market players.	
▪ Constructed regression models via R and Tableau to investigated the P2E gaming market trend and visualized correlations between company characteristics and funding size.	
▪ Benchmarked the product mechanism against top competitors, pinpointed changes in global policy guidelines, and adjusted the commercial framework accordingly.	
Publics Group	May 2022-Jul. 2022
<i>PR Intern</i>	Shanghai, China
▪ Wrote 80+ advertising copy tailored to <i>Club Med</i> 's characteristics on official WeChat accounts, Weibo, and Xiaohongshu, resulting in a total platform fan growth of 1000+.	
▪ Analyzed engagement data and current popular campaigns on similar brands, and pored over reports by analyzing strategic input on market initiatives after the pandemic including <i>VIP Live Streaming</i> .	
▪ Design promotional content based on product news and company dynamics, quantified the value of influencers and interaction algorithm through bi-weekly clients meetings.	

AWARDS & PRIZES

L'Oréal 2022 Brandstorm – Inclusion Track TOP3	Mar. 2022-Apr. 2022
▪ Proposed a virtual cosmetic product catering to individuals with facial deficiencies, providing both normalization for formal meetings and personalized features for beauty and entertainment.	
▪ Compiled business models, revenue estimations and ROI estimations, and weighed influencing factors from sell-side research reports.	

ADDITIONAL INFORMATION

- **Languages:** Chinese Mandarin (native), English (professional)
- **Skills:** Unreal Engine, C, Java, HTML, CSS, PS, Premier, Procreate, Fusion 360, R, Stats, MS Office, Canvas, Photography, Data Analysis
- **Interests:** Photography, Chinese traditional calligraphy, Traveling, Snorkeling, Skiing, Guzheng