

# MICHAEL SUEN

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## EDUCATION

- 2011 **Middlebury College — Middlebury, VT**  
B.A. in English & American Literatures, minor in Chinese, *cum laude* and highest honors.  
Thesis: "After the End: Narrative Paradigms in Post-Apocalyptic Fiction," advised by Alison Byerly
- 2009 **University College Dublin — Dublin, Ireland**  
Study Abroad, coursework in College of Arts & Celtic Studies (English and European History)
- 2009 **Peking University — Beijing, China**  
Study Abroad, coursework in Chinese Language, Economics, and History

## WORK EXPERIENCE

- 2012- **Marketing and Outreach Coordinator, Learning Games Network — Cambridge, MA**  
Coordinate outreach and design content for the Xenos-ISLE language-learning project and the overall LGN brand across a variety of media platforms. Support game design, instructional, and quality assurance processes to develop new game ideas and improve current implementations.
- 2009- **Founder, 21st Century Boy — Hong Kong, China**  
Launched a blog focused on culture and society in Asia. Oversee content creation with team of six contributors. Invited to participate in local Hong Kong blogger events organized by CNNGo. Linked to by TIME.com, 8Asians, Giant Robot, and Indymedia.
- 2011 **Junior Producer, yU+co. [lab] — Hong Kong, China**  
Supported development, production, and delivery of interactive content for user-driven, real-time spatial experiences. Wrote and translated documentation and copy for projects with Sino Group and the Hong Kong Government. Devised comprehensive marketing strategy across media.
- 2010 **Editorial Intern, Gothamist — New York, NY**  
Gathered news from online and social media streams. Proofread and factchecked all editorial content before publication. Wrote 1-5 stories for news, arts, and dining sections every week.
- 2010 **Editorial Intern, Geekosystem — New York, NY**  
Researched and wrote 15-20 stories on pop culture and technology every week. Created infographics and photo manipulations. Advised on website usability, designing a "random post" option to increase visit duration. Post on video game art drove over 500,000 pageviews to website.
- 2008 **Features Intern, South China Morning Post — Hong Kong, China**  
Compiled listings section and wrote 20 briefs of ongoing events per day. Wrote 1-2 features and conducted interviews for arts and life sections every week. Pitched and published a front-page series of stories on film adaptations of comic franchises for the Sunday Young Post.

## PRESENTATIONS & WORKSHOPS

- 2012 **"Just Click Like: You're Now a Social Media Expert!"**  
Workshop at Sandbox Summit 2012, MIT, led by Alex Chisholm (Learning Games Network)
- 2011 **"After The End: Narrative Paradigms in Post-Apocalyptic Fiction"**  
Undergraduate conference talk, Middlebury College Spring Symposium, Middlebury College
- 2010 **"Watching The Wire: Storytelling in the Digital Age"**  
Undergraduate conference talk, Re: Humanities, Haverford College

## ADDITIONAL INFORMATION

**Languages:** Proficient in Mandarin and Cantonese

**Specialties:** Copywriting, content design, qualitative research and analysis, storyboarding, visual prototyping.

**Software:** Adobe Creative Suite, Microsoft Office, Final Cut Pro, Wordpress, Movable Type, HTML, CSS, jQuery, Javascript, basic PHP

**Research Interests:** Video games; game-based learning, narratology; audience studies; transmedia storytelling; textuality, intertextuality, and paratextuality; social networking; digital identity; fan communities