Zhiyi Huang

1538339532@qq.com | (+86) 13825234610

EDUCATION

Central China Normal University   Wuhan, CN
BS in Digital Media Technology, GPA: 3.6/4.0   Sept 2022 - June 2026

- **Coursework:** Virtual Interaction and Games (93); Human-Computer Interaction Technology (97); Unity Engine Development (91); Linear Algebra (93); 3D Animation Technology (90); Maya Fundamentals and Modeling (90); C++ Programming (86); Principles of Animation Design (88.4); Computer Vision (94); Calculus (86)

PROJECT EXPERIENCE

"Echoes" — Interactive Product Design   Aug –Nov 2025   Wuhan, CN

- Independently researched, designed, and developed an interactive app addressing collective loneliness by combining digital interaction with physical products, helping users better understand their emotions and rebuild deeper social connections.
- Conducted an in-depth review of 50+ psychology journals to analyze the causes of loneliness and social behavior patterns; designed a four-stage social progression system and four types of interactive tasks; created 20+ UI prototypes; and developed a physical companion device integrating light feedback, vibration synchronization, and emotional music playback functions.

"Seeds of Goodbye"— 3D Independent Game Development   Oct 2024 – Jan 2025   Wuhan, CN

- Independently developed a third-person 3D life-themed farming simulation game — conducted preliminary social and user research, designed mechanics and storyline, created narrative animations and models and wrote over 6,000 lines of C# code.
- Built 6 core modules (quest, data storage, scene interaction, time, character control, UI) enabling 8+ mechanics including sowing, watering, fertilizing, weeding, harvesting, item collection, memory album, and NPC interaction.

"Journey of Ancient Minds"— 2D motion-sensing educational game   Feb – June 2025   Wuhan, CN

- Designed and developed a level-based game using Arduino and Unity, featuring three levels that interact with physical devices, and linked together through narrative storytelling and instructional animations.
- Utilized Unity and Arduino, writing over 5,000 lines of code to implement Arduino circuitry, Arduino–Unity communication, scene management, progress tracking, dialogue, VFX, animations, level interactions, win/loss logic, and UI...

PROFESSIONAL EXPERIENCE

Tencent Holdings Limited   Shenzhen, CN
Game Operations Intern   Jun - Sept 2025

- Operated private-domain accounts for mobile games (Honor of Kings, Game for Peace (PUBG Mobile China), Naruto Online), managing 10 official accounts and 133,000+ one-on-one user connections; resolved 30,000+ player issues.
- Planned and executed 5 community events for Honor of Kings with 100,000+ participants, increasing user engagement rate from 5% to 35% and boosting activity 300% during events.
- Conducted competitive analysis of popular mobile games' private-domain operations; compiled reports, proposed improvements to account management, and reduced negative feedback by 20%.

EXTRACURRICULAR EXPERIENCE

Head of Innovation & Entrepreneurship Guidance Center   Sept 2022- June 2024

- Organized 4 national-level (Category A) competition qualifiers on campus, each with 500+ participants, and hosted 8 related activities and lectures with a total attendance of 1,500+.
- Collected and compiled competition and entrepreneurship data for all 2,000 students within the college each semester

Member of University Media Center   Sept 2022- June 2023

- Managed the university's official TikTok China account, increasing followers by 30,000+.
- Produced multiple short videos, receiving 100,000+ views.

SKILLS & INTERESTS & PUBLICATION

Programming Languages: C#, C++, C, Python

Software & Tools: Unity, Blender, Maya, Adruino, Pr, Ps, An, Ae

Publication: "Python-Integrating Game Mechanics into Health Management: A Systematic Synthesis of Health Gamification Research." accepted at DAML 2025 (Kuala Lumpur, Malaysia).