

Phi Lin

Game Publishing & Operations | WeChat: Philinziming | philinziming@gmail.com | 8402568902

EDUCATION

Pomona College

B.A. in Media Studies. Digital Media concentration; Asian Studies minor. GPA: 3.9/4.0.

Expected 2028

EXPERIENCE

Game Publishing & Operations Intern

Tencent

Jun 2026 – Aug 2026

K6 Cooperation Department, Battle of Golden Spatula Operations Team

- Publishing plans: Support publishing plans for seasonal updates, returning modes and events; develop presentation decks, promotional schedules and roadmaps connecting game content with campaign milestones.
- Player research: Synthesize quantitative and qualitative player research and competitor playtests to identify player preferences, churn factors and return motivations; translate findings into positioning and key messages.
- Creative development: Develop mode and event naming, slogans, copy and creative briefs; consolidate key visual requirements and review feature graphics, gameplay guides and video scripts.
- New modes and monetization: Contribute to new-mode thematic development, localized onboarding and visual identity; develop skin themes and visual concepts, publishing strategies and campaign presentation decks.

Media Production Intern

Jingshi Technology

Jun 2025 – Jul 2025

- Analyzed social content and user preferences for an AI emotional-support product; developed concepts and scripts.
- Supported livestream production and promotional assets for an Alibaba robotics competition.

Media Production Intern

Minhui Film & Media

Dec 2024 – Jan 2025

- Supported script positioning, scene design and dialogue editing; researched historical and language documentary materials to inform story details.

PROJECTS

TFT Gameplay Analysis

Research Project

Sep 2026 – Present

- Analyzing the economy and risk-reward decisions in TFT: mapping gold income and spending on units, leveling and shop refreshes, and examining short-term returns, long-term value and opportunity costs.

Independent 2D Adventure Game

Developer

Jan 2026 – Present

- Created the narrative and design document; implemented movement, variable-height jumping, attacks and animation transitions in UE5.
- Analyzed Hollow Knight's integration of level mechanics, narrative and art to inform design decisions.

ACTIVITIES & LEADERSHIP

Bilibili Online Galas

Directing Team

Jan 2025 - Jan 2026

- Coordinated programs, content planning and production partners for the 2025 graduation gala and 2026 college Lunar New Year gala; projects totaled 13.1M+ views and received China Daily coverage.

Claremont Chinese Students & Scholars Association

President

May 2025 - May 2026

- Led student organization operations and events, including new-student gatherings and Mid-Autumn celebrations; coordinated programming, external partners and on-site execution.

SKILLS

Tools: Unity, UE5, Maya, Blender, Excel, PowerPoint, Adobe Premiere, CapCut

Languages: Native Mandarin Chinese, Fluent English (TOEFL 111)

Gaming: TFT / Battle of Golden Spatula 1,000+ hours; NA TFT Master, Hearthstone 2,000+ hours; top 1% Wild, 10,000+ Battlegrounds rating (China), VALORANT 700+ hours; NA Diamond, Extensive Metroidvania, roguelike and open-world play