

# YONG JIA YU

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## SUMMARY

Fresh grad communications student with 1 year of game industry experience, most recently as Marketing and Community intern at Tatsu Works. My interests are in social media marketing, online community management and interactive storytelling.

## INTERNSHIP EXPERIENCE

### Tatsu Works, Marketing and Community Intern

Jan 2024 – Jun 2024

- Creating web content like weekly development updates, emailed to over 20,000 subscribers
- Planning a Twitter rebranding campaign from April to August, to appeal to over 300,000 followers (<http://twitter.com/tatsumeeko>)
- Maintaining spreadsheet databases to track social media metrics growth and archive marketing content
- Researched game marketing research firms and game key visual art to guide marketing efforts
- Organising Trivia Night and other community events in community Discord server
- Conducting player research through surveys and interviews, to craft marketing strategy for playable characters

### Game Reign, Narrative Designer Intern

Jul 2022 – Dec 2022

- Took charge of starter characters and cutscenes by creating more than 20 different character profiles, designing moodboards for character relationships, and writing scripts for in-game cutscenes
- Pitched more than 15 idle game mechanic proposals to fellow game designers and client, exploring different ways to integrate narrative into game design
- Designed mechanics and storyboarded game tutorial for company's internal mobile game jam

### Webnovel, Content Support Intern

Dec 2021 – Jan 2022

- Analysed 15 user-created novels on Webnovel for plot structure, characterization and common tropes, creating feedback on strengths and weaknesses for editors and authors
- Identified and researched current popular market trends, such as gaming novels, among readers to support novel promotion

## EDUCATION

### National University of Singapore

Aug 2020 – May 2024

Bachelor of Social Sciences, Communications and New Media (1st Major), Economics (2nd Major)

- CAP: 4.70/5.00

## SKILLS

- Design: Adobe Illustrator, Adobe Premiere Pro (Beginner), Canva
- Coding: HTML, CSS, JavaScript, Unity 2D (Beginner)
- Languages: English, Mandarin

## EXTRA CURRICULAR ACTIVITIES

### Ridge View Residential College, Residential Assistant

May 2022 – Present

- Bridging students and faculty through Communications and Admin Committee, like agenda setting for Residential Life meetings, and making infographics with Adobe Illustrator and Canva
- Representing the college to other schools through external outreach as a Student Ambassador
- Resolving residents' issues like facilities management and emergencies, advising the House Committee on organising events, and upkeeping communal spaces like student lounge and pantry
- Facilitating lecturers with more than 200 students' administration and safety for college sustainability activities, e.g., RVN2002 Wild Asia: Conservation Matters, RVRC Kayak and Clean Programme

### NUS ExxonMobil Campus Concert Crew (EMCC), President

May 2022 – May 2023

- Led the Executive Committee (ExCo) to make top-level decisions for the CCA, like rebranding, training procedures and outreach to other arts groups
- Coordinated 4 different artists and 20 crew members as Production Manager for the concert Bring It Back to Live 2023: Reflection, including budget and production schedule

### NUS Game Development Group, Member

Sep 2021 – Present

- Gave a talk on narrative design in video games, based on internship experience
- Designed game prototypes for game jams, reflecting process through documents and storyboards

#### **NUSPA Varsity Voices, Marketing Head**

**Dec 2020 – Sep 2021**

- Engaged students with political issues, to encourage interaction between political associations of 3 tertiary institutions (NUS Political Association, NTU Current Affairs Society and SMU Apolitical Society)
- Started an Instagram account for Varsity Voices, growing its presence to 100 followers
- Created social media collaterals, and filmed interview videos with keynote speakers

#### **GAME DEVELOPMENT EXPERIENCE**

- [The Charlotte Crisis](#): text-based interactive fiction game, completed for NM3222 Interactive Storytelling. Written and coded in Twine. Remaking in GameMaker 2 for NM4401HM Honours Thesis
- [The Jewels Arc](#): Platformer, created for Singapore Global Game Jam 2022. Took on game designer role with additional support in graphics and coding (Unity 2D)
- [The Legend of Jack and the Beanstalk](#): Platformer, completed for NM3216 Game Design. Took on game designer role with additional support in coding (GameMaker2) and Quality Assurance
- [Injustices of the Illuminated](#): Turn-based RPG coded in JavaScript, completed for NM2207 Computational Media Literacy. Solo developer

#### **ADDITIONAL DATA**

- Interests: writing fiction, hiking, kayaking, trivia quizzes
- Favourite games: Yakuza 0, Genshin Impact, Hades, Death Stranding, Disco Elysium, Devil May Cry 5