

Chengyang Lyu

Los Angeles, CA | **Phone:** (213) 912-7058 | **Email:** clyu1777@usc.edu

EDUCATION

- **Aug 2025 – Present University of Southern California (USC) | B.A. in Game Development & Interactive Design**
GPA: 3.82/4.0 · Focus on game design, systems design, UX, and digital storytelling; coursework in game mechanics, level design, prototyping, and game project management
- **Sep 2022 – Jun 2025 No. 2 High School of East China Normal University, Shanghai**

EXPERIENCE

- **May 2026 – Aug 2026 Garena | AI Marketing Intern (AI Marketing / AI Growth)**
 - Built and launched an AI marketing content engine (channel matching → playbook scanning → content generation) that cut campaign content planning from 1+ hour to 10 minutes; rated 7.5/10 in internal beta and selected by leadership for cross-team rollout
 - Developed a cross-platform content tracking system spanning 5 social platforms, logging 298 posts and 7,000+ engagement snapshots to surface viral content and auto-distill campaign learnings via LLM
 - Designed a KOL campaign retrospective Skill — creator profiling, success attribution, and 6-dimension scoring — quantifying ROI across 24 influencers to drive renewal decisions; packaged for team-wide reuse
 - Built an AEO/GEO standard-answer Skill that batch-generates precisely-cited answers to anticipated user questions from official brand materials, replacing manual line-by-line fact-checking
 - Led a benchmark evaluation of 4 AI content-generation platforms that shaped the team's content production workflow
- **Jan 2024 – Mar 2024 Tencent Games | Game Operations Intern**
 - Conducted market research on Tencent Flash community user personas and behavioral data; delivered a SWOT analysis benchmarking against miHoYo's HoYoLAB with actionable community-operations recommendations

PROJECTS

- **Nov 2025 BIA USC x UCB Esports Tournament | Founder & Lead Organizer**
 - Founded and organized an intercollegiate esports tournament between USC and UC Berkeley with 80+ participants; designed event format and rules, and directed the live broadcast
- **Jan 2025 Global Game Jam 2025 | Lead Designer / Team Captain**
- **Jan 2024 Global Game Jam 2024 | Programmer**
- **Sep 2022 – Jun 2025 FRC Team 6353 "Zodiac" | Vice Captain / Mechanical Lead**
 - Led robot build, maintenance, and repair for the FIRST Robotics Competition; recruited and trained new members; placed 4th worldwide at the Türkiye Regional

SKILLS

- **Game Engines:** Unity, Unreal Engine
- **Programming:** C#, Java, Python
- **AI & Automation:** Claude API / prompt engineering, n8n workflow orchestration, Playwright web scraping, FastAPI
- **Design Tools:** Figma, Excel
- **Core Strengths:** systems design, level design, game prototyping, UX design, project management, data & competitive analysis

GAMING EXPERIENCE

- **RPG:** Genshin Impact (800+ hrs, 100% map exploration), Honkai: Star Rail (500+ hrs, full exploration), The Legend of Zelda (400+ hrs, main story + DLC), The Witcher 3 (200+ hrs, main story + DLC), The Last of Us Part I/II (3 playthroughs; 400+ hrs, 100% completion)
- **Strategy/Sim:** Arknights (700+ hrs, all story/events cleared), Civilization VI (600+ hrs, Deity-difficulty wins with multiple civs), Project Zomboid (500+ hrs), State of Decay 2 (300+ hrs), They Are Billions (250+ hrs, hard-difficulty campaign)
- **Action/FPS:** Valorant (500+ hrs, Platinum), Zenless Zone Zero (200+ hrs, main story cleared), Delta Force (200+ hrs, S5 top rank)
- **Indie:** Stardew Valley (600+ hrs, perfection runs on multiple saves), Don't Starve (400+ hrs, 200+ day survival run)