

# HAOWEI ZHANG (V)

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## SUMMARY

Game operations and community professional with a track record in live-ops event planning, social media content strategy, community building, and live broadcast production. Founded and scaled a 140-member game-dev community, produced seasonal in-game events with monetization plans, and ran multi-platform content campaigns. 9,000+ hours of play across genres provide deep player empathy for community engagement and content decisions. USC BFA candidate in Game Development with coursework in Live Ops (co-taught with PUBG Mobile) and Marketing. Fluent in Mandarin and English.

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## EDUCATION

**University of Southern California** | *BFA Game Development & Interactive Design* Aug 2024 – May 2027

Minors in Video Game Production, Entrepreneurship | GPA: 3.7 / 4.0

Relevant Coursework: Game Live Ops (co-taught with PUBG Mobile), Marketing in the Gaming Industry, Streaming Explorations: Games and Entertainment for Community, Business and Management in Games, Advanced Games Business

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## SKILLS

**Operations:** Live Ops Event Planning, Seasonal Content Strategy, Battle Pass / Monetization Design, Player Feedback Analysis

**Community & Marketing:** Community Building, Social Media Operations, Content Production, PR, Public Speaking

**Tools:** Adobe Creative Suite (PS, AI, PR, AE), Notion, Confluence, Jira, Slack, Miro, Unity, Unreal Engine 5

**Live Production:** Live Streaming Direction, AV Equipment Management, Stage Tech Coordination

**Languages:** Mandarin Chinese (Native), English (Fluent)

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## LIVE OPS & MARKETING EXPERIENCE

**Project Disciple** | *Producer — Live Ops* Feb 2026 – Present

*Mobile cult-management sim | UE5 | ~70-person team, USC*

- Planned and produced a **seasonal Halloween event** end-to-end: themed building skins, minigames, special UI, NPC cosmetic changes, Easter-egg dialogue, and a **battle-pass monetization plan**.
- Coordinated content delivery across design, engineering, art, and audio sub-teams on weekly sprint cycles via Confluence and Perforce.

**Tone** | *Marketing Lead* Jan – May 2025

*2.5D narrative game, USC MFA Thesis project | UE5 | ~30-person team*

- Developed and executed **social media content strategy** on Xiaohongshu (RED), producing behind-the-scenes features, playtest recaps, and game overview posts.
- Researched and submitted **award applications** across multiple game festivals to raise the project's industry visibility.

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## COMMUNITY BUILDING & EVENT PRODUCTION

**JFLS Gamer Union** | *Founder & President* Feb 2022 – Jun 2024

*Grassroots game-dev community | Jinan, China*

- Founded and grew a community engaging **~140 local industry professionals**; organized networking and industry exchange events bridging aspiring developers with working professionals.
- Oversaw 3 affiliated student clubs (~60 members) and delivered **20+ public lectures** on game development topics, building a pipeline of engaged community members.

**Global Game Jam** | *Site Organizer* Jan 2023 – Dec 2024

*48-hour game jam | Jinan, China*

- Organized the local site for **2 consecutive years**, coordinating ~70 participants, mentors, venue logistics, equipment, and catering across the full 48-hour event cycle.
- Facilitated cross-team collaboration between students, indie developers, and industry professionals, fostering long-term community connections.

**Well Music Festival** | *Technology Department Leader* Jul 2022, Jul 2023

*Inter-provincial student-organized music festival | 200–300 audience | Jinan, China*

- Led the technology department for **2 consecutive editions**; managed all AV equipment including acoustics, lighting, live-stream setup, and stage screens.
- Controlled the tech budget, assigned tasks across crew members, and coordinated with stage, performance, and logistics departments to ensure seamless execution.

**PCT Online Platform** | *Broadcast Director & Designer*

Jun 2022 – Present

*Student-run WeChat platform promoting international education | Jinan, China*

- Directed **3 live broadcast sessions** as switching director, managing real-time camera feeds, graphics overlays, and broadcast flow.
  - Designed promotional posters and produced video/article content to showcase international education opportunities.
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## **ADDITIONAL GAME PROJECT EXPERIENCE**

**Accretion** | *Co-Director / Producer / System Designer*

Jan 2026 – Present

*Space-colony sandbox builder | Unity, PC | Team of 7*

- Co-directed a 7-person team with weekly sprints; co-developed a custom production tool for backlogging, scheduling, and burndown tracking. Designed 5 interconnected production systems with data-driven economy balancing via Machinations simulations.

**Re:Bound Ranger** | *Director / Producer / Designer*

Sep – Nov 2025

*First-person puzzle-shooter | Unity, PC | Team of 6*

- Pitched original IP through USC Advanced Games Program (advanced to Greenlight Round 2); managed team morale and ran weekly sprints for a 6-person cross-functional team.