

## SIHENG CHEN

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### EDUCATION

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**Boston University** | Boston, MA Sep 2019 - May 2022  
B.S. in Advertising

- GPA 3.9 / 4.00 -- Summa Cum Laude
- Received Dean's List -- 6 times

### PROJECT EXPERIENCE

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**Hamster!** | Boston, MA Apr 2022 - Present  
*Chief Creative Officer*

- Designed the gameplay mechanism of the combinable NFT project.
- Established the foundational art style and narrative tone.
- Created over 50 pieces of concept art featuring characters, environments, and assets for business presentation.
- Oversaw the creation of the game narrative in collaboration with the team.
- Ensured effective communication within team members and between investors, such as the Sharding Capital.

**Space Dinner Thriller (Board Game)** | Boston, MA Jun 2022 – Aug 2022  
*Independent Game Developer*

- Conceived the mechanics, story, and art for the board game.
- Created 4 iterations and over 50 graphical assets: ranging from character design, user interface, and rule book all within 2 months.

**False Hope (2D Side-Scroller Shooter)** | Boston, MA Jan 2022 – Apr 2022  
*Independent Game Developer*

- Responsible for the world-building, narration, concept design, animation, and programming of the game.
- Created over 30 concept art pieces and 50 animations, as well as 100 in-game assets within 3 months.

**Homie Toys (Figure Collection)** | Beijing, China Mar 2019 – Feb 2021  
*Entrepreneur: Chief Designer/ Co-founder*

- Designed and modeled 3 mechs for the *Waste Land Excavator* figure collection series.
- Responsible for creating the franchise's narrative and world-building.
- Collaborated with teammates to exhibit the figures in 2019, 2020, and 2021's at *Wonder Festival* in Shanghai, China.
- Sold over 100 figures from the first two waves of products and acquired a core fan group of 500 people.

### PROFESSIONAL EXPERIENCE

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**NetEase Information Technology Beijing Co. Ltd.** | Beijing, China May 2021 – Aug 2021  
*Sales Team Assistant*

- Assisted in finding, preparing, competing, and executing suitable bids daily.
- Created contents, including illustrations, and copywriting for the client's daily social media posts.
- Represented the company in attending various events, such as National K-12 Artificial Intelligent Education Conference held on July 21<sup>st</sup>, 2021 in Beijing, China.

**RSQUARE MEDIA** | Boston, MA Aug 2022 – Aug 2022  
*Graphic Designer*

- Created illustrations for the agency client's media release.
- Facilitated conversations between team members and clients during daily meetings.

## ADDITIONAL EXPERIENCE

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**BU After School** | Boston, MA

Mar 2022 – Aug 2022

*Graphic Designer & Reviewer*

- Created selection of visual assets following contents of the weekly social media posts for Chinese student Organization BUAS.
- Reviewed, proofread, and created visual assets ranging from cover page to comic strips for weekly media posts.

**Boston University Chinese Students' and Scholars Association** | Boston, MA

Sep 2019 – Mar 2020

*Graphic Designer*

- Created selections of visual assets for BUCSSA's marketing efforts.
- Facilitated the corporation between departments in BUCSS during marketing projects.

## SOFTWARE SKILLS

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Game Engines: Unity, GameMaker Studio 2

Coding Languages: Python, JavaScript, CSS, HTML5, C#

Design software: Procreate, Vectornator, Sharp 3D, Adobe: Photoshop, Illustrator, InDesign, Premiere Pro, After Effects

Modeling software: Fusion 360, Rhino , Zbrush