

Shuting Li

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Education Background

Hangzhou City University
Bachelor's Degree in English

2013 - 2017

Work Experience

Hangzhou Biyou Information Technology Co., Ltd. | *Game Localization Specialist/Translator*

Apr 2022

– Feb 2024

Key Projects: Tap Legends, Dungeons & Heroes, Lemuria: Rise of the Delca

- **Text Processing:** Collaborated with stakeholders to clarify requirements, ensuring culturally accurate localization and meticulous proofreading of game event materials, advertising copy, and localized game content (English to Simplified Chinese). Maintained strict adherence to quality control standards, guaranteeing timely delivery of high-quality localization assets.
- **Project Management:** Worked seamlessly with cross-functional teams to optimize game localization content and manage regular content updates. Effectively managed project timelines, ensuring localization updates were delivered as scheduled, maintaining smooth project progress.
- **Game Operations:** Supported online promotions of game products, identifying and leveraging key game strengths and market potential. Acted as a communication bridge between players and operations teams, managing user registrations, player inquiries, and monitoring live game performance. Promptly addressed game issues, optimizing player experience and encouraging in-game engagement.
- **User Expansion:** Developed content and strategic plans for promotional campaigns on social media platforms such as Discord and Facebook. Simultaneously managed the promotion of game landing pages on Google and iOS platforms, covering interactive events, new game releases, and character introductions. Developed creative strategies and targeted campaigns aligned with business objectives, significantly boosting engagement and awareness, successfully driving over 10 million pre-registrations for a single unreleased game within one month.
- **Event Operations:** Designed and executed marketing event plans to stimulate user activity and improve KPIs. Integrated and expanded event resources, developed customer acquisition channels, contributing to scalable business growth. Strategically allocated and integrated operational resources, evaluated user conversion rates and event outcomes, directly contributing to revenue growth.
- **Operation Analysis:** Performed in-depth research on competitor traffic and conversion data, analyzed product sales data and operational performance. Adapted promotional tactics in response to platform changes to maximize return on investment.
- **Service Optimization:** Classified and archived player data. Monitored player activity proactively, offering personalized services to enhance retention and satisfaction. Provided meticulous care services, collected user suggestions, and promoted new features to enhance player retention and satisfaction.

Work Achievements:

- Successfully completed comprehensive localization for the global launch of Tap Legends, significantly enhancing market reception.
- Finished the localization translation of the storyline and hero background copy for the launched overseas game Lemuria: Rise of the Delca.

Hangzhou FeelingTouch Technology Co., Ltd. | *Game Localization Specialist*

Feb 2024 - Present

- **Game Localization:** Conduct localization work for diverse text types across all company games, including promotional materials and in-game texts, and UI elements, ensuring high-quality translations with strong cultural relevance and accuracy.
- **Voiceover:** Leveraged near-native level of American English proficiency to perform voiceovers for promotional videos; wrote and refined promotional scripts to maximize engagement and appeal.

Project Experience

Translator | Gientech & Tencent's Infinite Localization Center

- Served as lead translator and performed LQA testing for multiple high-DAU games developed by leading domestic and international game studios, outside of regular company duties.
- Translated over one million words, consistently recognized by Project Managers for exceptional quality and professionalism. Maintained a robust freelance workload at premium rates, with frequent repeat engagements. Successfully passed trial translation for Tencent's internal localization team (ILC), validating expertise at industry-leading standards.

Skills & Strengths

- **Language Proficiency:**
Hold TEM-8 (English), JLPT N2 (Japanese), and Level 2 Grade A Mandarin certification.
- Fluent spoken English with an authentic American accent, complemented by extensive overseas game localization experience, providing deep insights into linguistic nuances and cultural subtleties.
- Translated over one million words at premium industry rates (RMB 300 per 1,000 words), consistently praised by project managers as "native-level" and "top-tier in China."
- Translations prominently featured on official platforms for high-profile apps and games, each with DAUs over 10 million and player bases surpassing 100 million (NDA-protected).
- Excel in creative localization, especially skilled in witty expressions, lively narratives, and wordplay adaptations tailored to game tones.
- **Cultural Awareness:**
Possess in-depth knowledge of Simplified Chinese culture, history, pop culture, and media trends, enabling precise, culturally resonant translations.
Regularly consulted by localization and LQA teams to ensure cultural accuracy, authenticity, and audience engagement.
- **Learning & Adaptability:**
Rapidly transitioned from a stable government teaching role to senior-level localization specialist within three years, demonstrating exceptional determination, learning agility, and self-motivation.
- **Execution & Multitasking:**
Expertly manage simultaneous localization projects, ensuring strict adherence to deadlines and superior quality.

- Employ immersive techniques, such as role-playing characters and scenarios, to produce culturally nuanced, forward-thinking translations that consistently meet or exceed expectations, requiring minimal to no revisions.