

HONGSHUAIFENG

AI-NATIVE GAME DEVELOPER · ART DIRECTOR · MOBILE GAMES

fengfino@gmail.com | artstation.com/artist/finofeng | [SEVEIL on Steam](#)

15+ year mobile and PC game developer and art director, now building AI-native games across design, art, engineering, tooling, and production.

Created and shipped SEVEIL from concept to a public Steam demo in three months — directing AI coding agents and production workflows end-to-end; now iterating on real-player feedback.

Former art director, startup founder, and senior consultant — launched commercial games and led international teams.

SKILLS

Character & cosmetic design (stylized focus), environment concept, UI mockup support, illustration, 3D modeling, AI-assisted concept and production workflows; AI agent direction & workflow design for rapid game prototyping.

Native fluency in Mandarin; fluent in English.

SOFTWARE

Expert in Photoshop; skilled in ZBrush, Blender, Substance Painter, and Figma; production-level experience with generative AI tools (Stable Diffusion / ComfyUI / Midjourney) for ideation, variation, and reference workflows.

WORK EXPERIENCE

Founder / Solo Developer | *Fever Nap Studio*

Mar. 2026 – Present

Created SEVEIL, a corporate-horror roguelike deckbuilder — free demo live on Steam (English & Chinese).

- Took an original concept to a public, playable Steam demo in three months as a team of one — art direction, character & UI design, systems design (118 cards, 6+ archetypes), narrative, and store marketing.
- Directed AI coding agents to build all engineering: designed the production system — written work rules, scoped work-lines, frozen baselines, and gated releases — that made solo shipping possible.
- Designed internal AI tooling and agent workflows (card-VFX test rigs, image optimizers, handoff memory) to raise iteration speed; hybrid art pipeline with human taste as the last gate.
- Released the demo to real players and used qualitative feedback to prioritize gameplay, onboarding, balance, and presentation iterations.

Senior Consultant | *JGG*

Mar. 2024 – Present

Supported in-house startup game teams from visual direction through to successful launch.

- Joined Fate War at inception, defining the optimal visual style and creating a detailed, achievable art bible to guide early visual exploration and R&D.
- Supported in-house teams and external outsourcing partners with ongoing feedback and progress monitoring to ensure projects stayed on schedule.
- Built AI-assisted concept iteration workflows alongside 3D blockouts to accelerate cross-team visual communication — keeping artistic direction and human taste at the center of every iteration.

Art Director | *Theia Studios*

Feb. 2022 – May 2024

Led all art and creative direction for the indie project following the success of Icon of Theia.

- Oversaw all art and creativity, including the development of 20 characters, multiple game maps, whole polished UI system, Illustrations.
- Recruited and built an internal team of 2 and an outsourcing team of 6, overseeing progress and coordinating schedules with development and marketing teams.
- Translated 2D visual concepts into gameplay-driven character designs, partnering with game designers to develop mechanics and comprehensive documentation that aligned art direction with player experience.
- Helped raise \$1.7M in first-round funding for the project.

Senior Consultant | JGG

Sep. 2017 – Jan. 2022

Provided early art direction and production supervision for multiple in-house startup game projects.

- Defined character art styles for multiple early-stage projects, built visual standards, refined art bibles, and aligned teams across regions.
- Used tools such as 3D modeling software to reduce communication costs and improve efficiency in remote, cross-team collaboration.
- Contributed to Craft Legend (iOS and Android) and Puzzle Eudemon Tales Legend (iOS and Android).

Art Director | Yinzel Creative

Apr. 2011 – Oct. 2013

Managed a 2D outsourcing team in collaboration with leading global game companies.

- Managed and supervised a 10-member 2D outsourcing team for quality and progress on various game projects.
- Assisted with company management and team operations, including recruitment and junior artist training.
- Collaborated with leading companies including Blizzard, Tencent, and NetEase, liaising directly with project teams to process client feedback and ensure timely, smooth follow-up work.

Associate Art Director | Changyou.com Limited

Jun. 2010 – Mar. 2011

Helped design characters and costumes for the company's core MMO project.

- Designed characters, cosmetics, and creatures for The Deer and the Cauldron game project.
- Closely collaborated with the marketing team to create illustrations and splash art for different games.
- Assisted with company management and team operations, including recruitment and junior artist training.

Art Lead and founder | Visual Idea

June 2008 – June 2010

Co-founded the first outsourcing studio after graduation. Responsible for the 2D art division.

- Founded an outsourcing studio after earning a bachelor's degree, offering concept art, illustration, and 3D modeling services to international game studios.
- Recruited and led a six-person concept art team.
- Oversaw production quality and maintained client communication for feedback and revisions.

EDUCATION

Master of Fine Arts, Game Development

Academy of Art University, San Francisco (2015 – 2017)

Bachelor of Arts, Visual Communication Design

Jiang Nan University, China (2004 – 2008)