

LI ZIYAN

Phone: +86 177 9828 4262 | Email: 17798284262@163.com
Based in Hangzhou | Born: Feb 2004 | Currently employed



EDUCATION

Wuhan Sports University - B.A. in Radio & Television Directing

Sep 2022 - Jun 2026

- Coursework included film and television directing, television production, new-media content creation, video editing, and communication theory.
- Completed narrative short-film projects and strengthened end-to-end execution across concept development, screenwriting, storyboarding, shooting, and post-production.

PROFESSIONAL EXPERIENCE

Huace Film & TV - AIGC Director / Project Lead

Mar 2026 - Present

- **TV-series AIGC campaign coordination:** Coordinate AIGC campaign projects for television series, covering concept development, short-form content planning, directing, production management, and delivery aligned with each series' characters and promotional themes.
- **The Heir AIGC spin-off series:** Contributed across the full production workflow for AIGC content tied to the S-tier drama The Heir. Directed and produced the Jia Ye Dao Dao and Jia Ye Xiao Xu series, including creative development, image generation, and video production; related content generated tens of millions in platform-wide popularity.
- **Key project - Swords Into Plowshares: All Under One Peace Exhibition:** Led an eight-person team and coordinated the directing, production schedule, division of work, and final delivery of the exhibition's AIGC campaign videos.
- **Series direction and production:** Oversaw Mini Theater: Exhibition Season, Historical Artifacts Personified, the "Taiping Sweet Chapter" ice-cream merchandise series, and special episodes inspired by The Night Revels of Han Xizai. Independently produced Mini Theater: Exhibition Season.
- **Output and performance:** Delivered 22 episodes to date. Each episode surpassed 100K in popularity, with the combined series reaching over one million in platform-wide popularity.
- **Hua Hao series campaign:** Coordinated the drama's AIGC promotional project and led a four-person team in producing spin-off theater content and project trailers.
- **Confidential internal projects:** Coordinate productions spanning cinematic horizontal-format AI photorealistic medium- and short-form dramas, series PVs, entertainment IP design, and title/opening/ending sequences.

INTERNSHIP EXPERIENCE

Sohu / Feihu Information Technology - New Media Operations Intern

Nov 2025 - Feb 2026

- Built and operated a cross-platform account matrix; independently designed posters and formatted social posts, increasing average article readership by 200%.
- Managed the full short-video workflow from topics and copywriting to shooting and editing. One video received 100K+ likes and the account gained 2K+ followers in one week.
- Applied AIGC tools to video production and coordinated the planning, content refinement, and execution of art-exhibition livestreams.

NetEase Media Technology - AIGC Content Operations Intern

Aug 2025 - Nov 2025

- Wrote image and video prompts and optimized generated assets, improving production accuracy and reducing the content cycle by 30%.
- Independently developed topics, scripts, and storyboards for AIGC narrative content. A contributed series reached No. 8 in platform-wide popularity during its first week; one video ranked No. 5 and reached 5M+ views on launch day.
- Coordinated content, optimized topics, and maintained the audience community, helping the account gain 20K+ followers.

INTERNSHIP EXPERIENCE (CONTINUED)

Perfect Joy / Perfect World Pictures subsidiary - Assistant Director

Jul 2024 - Oct 2024

- Supported the full production of Tencent Video's S-tier variety show Travel With the Royal Family.
- Contributed to location scouting, feasibility assessment, planning reports, and detailed run-of-show and shot-design refinement.

Daying Film & TV - Casting Director

Apr 2024 - Jul 2024

- Supported end-to-end casting for Mango TV's The Daughters of Chinese Villages, including candidate sourcing, screening, evaluation, and submissions.
- Expanded online and offline sourcing channels and conducted multiple rounds of communication with 30 prospective participants.

INDEPENDENT PROJECTS

Viral AIGC Short-Video Account - AIGC Director / Screenwriter

Aug 2025 - Present

- Built and operated a vertical AIGC short-video account with 300K+ followers across platforms, including 200K+ on Douyin. Its top video reached 60M+ views and cumulative views exceeded 300M.
- Led topic selection, concept development, scriptwriting, AI prompt design, video generation, and release pacing.

Personal Portfolio Website - Strategy / Design / Development

Jan 2026 - Present

- Independently designed, built, and deployed a responsive portfolio using AIGC and native front-end technologies: liziyang.me.

SKILLS & LANGUAGES

- **Skills:** Video production and editing, AI content generation, new-media operations, Photoshop, content strategy, and social-media publishing
- **Languages:** English, Korean, Spanish, Mandarin

PROFILE

Fast learner: Self-taught in AIGC workflows and creative tools, with the ability to adapt quickly to evolving technologies and production needs.

Vibe Coding: Use AI coding tools to turn creative concepts into functional web experiences; independently designed, developed, and deployed a personal portfolio website.

Project coordination: Experienced in team leadership and cross-functional collaboration, with a strong focus on efficient delivery.

End-to-end execution: Familiar with the full screen-content workflow from concept to final delivery, supported by hands-on experience in new-media operations and viral content development.