

HONGSHUAIFENG

AI-NATIVE GAME DEVELOPER · ART DIRECTOR

fengfino@gmail.com | finofeng.com | SEVEIL Case Study | LinkedIn

Game developer and art director with 15+ years of experience across mobile and PC, now building AI-native games across design, art, engineering, tooling, and production.

Built SEVEIL's playable demo and the agent production system behind it in three months; the free demo is now live on Steam and iterating on real-player feedback.

Currently a Senior Consultant at IGG, while independently developing and shipping SEVEIL through Fever Nap Studio.

SKILLS

Character & cosmetic design (stylized focus), environment concept and design, UI systems and mockups, illustration, 3D modeling, AI-assisted concept and production workflows; AI agent direction and workflow design.

Native fluency in Mandarin; fluent in English.

SOFTWARE

Expert in Photoshop; skilled in ZBrush, Blender, Substance Painter, and Figma; production experience with Stable Diffusion, ComfyUI, and Midjourney for ideation, variation, and reference workflows.

WORK EXPERIENCE

Founder & Solo Developer | Fever Nap Studio — Independent Project

Mar. 2026 - Present

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

- Took an original concept from first AI session to a playable demo in three months as a team of one - art direction; character, environment & UI design; systems design; narrative; and store marketing.
- Directed AI coding agents across all engineering and designed the production system - written work rules, scoped work-lines, frozen baselines, layered verification, and gated releases - that made solo shipping possible.
- Built a 62-card current demo and an extensible content pipeline toward an Early Access target of 118 cards and 6+ archetypes.
- Released the demo to real players and used qualitative feedback to prioritize gameplay, onboarding, balance, and presentation iterations.

Senior Consultant — Art Direction & AI Production | IGG

Mar. 2024 - Present

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

- Joined Fate War at inception, defining the visual style and creating an achievable art bible for early exploration and R&D;
- Support in-house teams and external partners with ongoing art direction, quality review, and schedule monitoring.
- Built AI-assisted concept workflows alongside 3D blockouts to accelerate cross-team visual communication while keeping human taste at the center of each iteration.

Art Director | Theia Studios

Feb. 2022 - May 2024

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

- Oversaw development of 20 characters, multiple game environments, a polished UI system, and supporting illustrations.
- Recruited and led an internal team of 2 and an outsourcing team of 6, coordinating with development and marketing.
- Translated visual concepts into gameplay-driven character designs and documentation aligned with player experience.
- Helped raise \$1.7M in first-round funding for the project.

Senior Consultant | IGG**Sep. 2017 - Jan. 2022**

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

- Defined character styles, built visual standards and art bibles, and aligned teams across regions.
- Used 3D tools to reduce communication costs and improve remote, cross-team collaboration.
- Contributed to Craft Legend 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 across multiple projects.
- Supported recruitment, junior artist training, and team operations.
- Worked directly with Blizzard, Tencent, and NetEase project teams to process feedback and ensure timely follow-up.

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.
- Partnered with marketing to create illustrations and splash art for multiple games.
- Supported recruitment, junior artist training, and team operations.

Art Lead and Co-founder | Visual Idea**Jun. 2008 - Jun. 2010**

Co-founded an outsourcing studio after graduation and led the 2D art division.

- Provided concept art, illustration, and 3D modeling services to international game studios.
- Recruited and led a six-person concept art team.
- Oversaw production quality and 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)