Zephyr Mu

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Summary

• Working Background: More than 20 years of translation project management experiences, areas involve IT, Medical, Business, News and Leisure, 5 years cultivation in Communication and Marketing related arena, such as magazine, advertising, PR, and government information, familiar with various localization & translation tasks, with a cumulative translation of more than millions of words, and rich practical experience. 25 years translation (English-Chinese) experiences, areas involve IT, Medical, Business, News and Leisure, etc.

• Project Management: Having a complete set of overall planning experience from translation project management system construction, training system construction, internal and external cross-team communication, quality management, project promotion, problem handling, feedback optimization, etc.; good at organization and coordination, framework thinking, and methodology output.

• Personal Advantage: Having team management experience, successfully completed various "0-1" tasks for many times, possess strong problem-solving ability, and can deal with various work difficulties.

• Comprehensive Literacy: Many years of English working environment, calm personality, good at positioning and solving problems, not afraid of difficulties, seeking truth from facts, and result-oriented.

• Projects participated with Apple, Microsoft, XBOX, IBM, Oracle, SAP, ISUZU, Husky, NIKE, Cirque du Soleil, Stunt3 Multimedia, Bosch, PHILIPS, Corning, GlobalEnglish, HBO, Cinemmax, etc. Expertise includes but not limits to IT, Marketing, Media, Health care, Financial, Psychology, and so forth.

• M.A in Digital Media from University of Sussex; B.A in English from National ChengChi University.

• Deep interest in absorbing innovative knowledge at all times.

• Detail-oriented, cautious, creative, diligent, with integrity, and a good team player

• Proficient English communication skills: reading, writing, speaking and comprehension. (IELTS score: 7.5)

• Comprehensive IT skills and knowledge in software and hardware..

• Enjoy Travelling, mount-climbing, biking, weight-lifting, movie, music, reading, computer animation, software-learning, etc.

• CAT tool usage: SDL WorldServer, SDL Trados Studio 2021, Trados, Tageditor, Idiom, SDLX, IBM TM/WIN, HyperHub, and Wordfast etc

Experience

Gaming Language Expert
Tencent Games

Dec 2021 - Present (6 months +)

• Translate, review, proofread and test game-related content in native language according to existingquality standards.

• Evaluate, analyze, and resolve culturally sensitive issues for my region to eliminate potential risks.

• Manage translation vendor tasks.

• Create cultural content proposals upon request and push cultural hot topics/trends/issues regularly formy region to project stakeholders.

• Work closely with game developers and the publishing team to ensure high localization quality.

• Coordinate day-to-day work with the Games Localization team and vendors around the globe.

• In charge of the following games: Chimeraland, Street Fighter, Alchemy Stars, Project Nikke and the new game to launch in late 2022.

Freelance Translator
Conscience VC
Jun 2006 - Present (16 years +)
Localized, Transcreated, Translated and Edited many softwares, hardwares, websites, English press releases, patents and software manuals and other documents, participated in many localization cases. Projects participated involves Apple, Intel, Canva, Snap, IBM, Microsoft, Oracle, SDL, Nike, Husky, Cirque du Soleil, Stunt3 Multimedia, Bosch, PHILIPS, Corning, GlobalEnglish, HBO, Cinemmax, etc.

Localization Project Lead
MullenLowe Group
Nov 2010 - Nov 2021 (11 years 1 month)
• Main Job Duties: Mainly responsible for Apple's official website and online store localization projects, including product webpage localization execution and management, online store product webpage localization execution and management, product channel files localization execution and management, online store product webpage QA, press release translation and release, etc.
• Localization Project Management: More than 40 trips to the United States or Shanghai, participating in workshops, listening to customer briefings, recording localization project requirements, leading the formulation of project plans, task division arrangements, management system construction, internal and external communication and coordination, supplier management, language quality assurance and testing, translation quality optimization, etc., during which I've handled a total of 1000K+ words localization project; participated in a total of about 40 workshop experiences in the United States and Shanghai.
• Training System Construction: daily management of the translation team, build internal training management system and project management system, etc. from 0-1 to ensure that newcomers can quickly improve their professional skills through training, quickly integrate into the team, and can maintain good communications with external translation companies to improve translation quality.
• Project Quality Monitor: drafting various project implementation plans, project management methods, etc., and adopting cross-checking methods to ensure translation quality.
• Responding to Jobs Difficulties: During this period, I've faced many new product releases, such as the first release of the Apple Watch product series. The comprehensive translation work was carried out from zero, and led the team to complete the definition and interpretation of a large number of new terms without using network tools.

Executive Officer
Government Information Office, R.O.C (Taiwan)
Sep 2005 - Aug 2010 (5 years)
In charge of leading the international media report group and maintaining the International Media Report Database, screening, editing and translating international news, monitoring, screening and also analyzing major events impacting on Taiwan and cross-strait relations, and in accordance drafting the official responses, wiring the government information and press releases to Taipei Economic and Cultural Offices all over the world; also in charge of auditing government subsidy to non-governmental organizations or non-profited associations, arranging meetings and briefings for departmental functions, and accomplishing other provisional tasks

Software Localization Engineer

Shinewave International Inc.

Jan 2003 - Aug 2005 (2 years 8 months)

In charge of Software localization and Quality Assurance for IBM software project: Websphere Host On-demand, etc.

Executive Planner

Experts Communication Co., LTD

Jan 2002 - Dec 2002 (1 year)

In charge of PR event campaign planning and execution, as well as to write copy and press releases. Editing experience and skill are also acquired.

Software Testing Contractor

VeriTest

Apr 2000 - Aug 2000 (5 months)

In charge of software localization and bug testing for IBM Tivoli Domino 2.1 and Microsoft XBOX.

Senior Account Executive

J. Walter Thompson Worldwide

Aug 1997 - Feb 2000 (2 years 7 months)

In charge of brand advertising management and campaign execution for Pepsi, Lipton and Nestle IceCream.

Part-time Translator

TV Time Entertainment Networks

Oct 1997 - Sep 1998 (1 year)

Translated many English films and serials in HBO and Cinemax channel.

Education

Beijing Foreign Studies University

In-service Master Program, New Media and Digital Marketing

Jan 2019 - Jun 2021

University of Sussex

Master of Arts - MA, Digital Communication and Media/Multimedia

2000 - 2001

National Chengchi University

Bachelor of Arts - BA, English Language and Literature, General

1994 - 1997

Skills

Gaming Industry • Quality Assurance • Mobile Gaming • Translation • Trados • Technical Translation • Multilingual • Linguistics • English • Localization