Coco Feng 冯靖婉

AI Solutions & Adoption

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Summary

Leads enterprise AI adoption at DLG China, from tool evaluation and pilot to training and in-house tools now in day-to-day use, and carries out early technical research for a GEO (generative engine optimization) service line. Previously led AI tooling for script, art and music at a game studio, then moved from project management to AI engineering lead. Founded JORAN (joran.online) to explore AI education.

DLG China
Jun 2026 – now

AI Solutions & Adoption

Digital Luxury Group China · Shanghai; headquartered in Geneva

Enterprise AI adoption: tool selection, pilot and training

Jun 2026 – now

Sole owner: planning, tool evaluation, rollout and teaching

Context Leadership set a goal of company-wide AI adoption. A rollout built on a single SaaS tool had stalled for nearly a year, staff still used AI mainly as a chat window, and client data security had to come first.

Approach

- Interviewed each team on current use and pain points, and traced the stall to a gap in understanding: people did not know what work an agent could take on.
- Replaced the top-down push of a single tool with a small pilot that produced repeatable examples, followed by a phased rollout.
- Benchmarked MaaS platforms with data security as the primary criterion, and wrote the evaluation report that leadership approved.
- Designed a course around real business workflows, taught every session, and revised it over several rounds of pilot feedback.

Result The course has reached **31 people across 12 cohorts**. Agents are now part of daily work, and several colleagues build their own; one copywriter's tool gathers competitors' past copy and adapts its tone for new drafts.

Claude Code

Client report automation: data consolidation and report generation

Jun – Sep 2026

Sole owner: data audit, solution design, development, launch and training

Context Account teams produced a monthly social media report for every client, each taking about 35 hours from data pull to revisions, and the automation project had failed to ship for nearly a year. The data sat in three disconnected databases, every client required a custom layout, and the users had no technical background.

Approach

- Took over the project, audited the data assets account teams rely on, identified the items that needed regular refreshes, and updated them with the data team.
- Built the tool solo with Claude Code, from kickoff to working version in two weeks; a shared engine with per-client configuration handles every custom layout, and every output is quality-checked automatically.
- Launched at the end of September, trained the full account team, coached them through adoption, and handed day-to-day use to the business.

Result A single instruction now produces a report, cutting each one from about 35 hours to **10–20 minutes**. The tool covers monthly and quarterly reports for **more than ten clients** in China, and the three databases sit behind one company-wide entry point.

Claude Code · MCP · BigQuery

GEO service line research: from market scan to monitoring method

Jul 2026 – now

Role: early-stage technical research

Context Generative AI is becoming a new way for people to learn about brands. DLG China began exploring a GEO service line in July 2026, aimed at making brands visible and credible in AI answers.

Approach

- Mapped the offerings and pricing logic of GEO vendors in China, reviewed the research literature, and compared the sources Chinese AI platforms cite.
- Designed a monitoring question bank and user personas organised by industry and decision stage, and set grading rules for the credibility of cited sources.
- Wrote data-collection scripts that export each industry's answers and cited sources from an AI-answer monitoring platform for analysis.

Result Provided the technical groundwork for designing the service line.

Rejet
Mar 2025 – May 2026

Associate Producer → AI Engineering Lead → AI Tech Architecture Consultant (from Mar 2026, remote)

Rejet Co., Ltd. · Japanese otome game company

AI tools for game production: script review, CG composition and music references

Jan – May 2026

Sole owner: tool selection, requirements and PRDs, development, resourcing and rollout

Context

Otome games run on large volumes of script, CG and music. Each proofreading and risk-review pass of a million-character script took three to five writers and me two to three weeks, and every CG needed an approved composition draft before it could be assigned. The company had no AI experience to draw on, and hand-drawn art is the core asset, so AI could only support the process.

Approach

- Learned agent workflows alongside project-management duties, then wrote the requirements and PRDs and built the tools.
- Built an automated proofreading pipeline that flags risks reviewers tend to miss and lists them by scene, leaving every edit to the writers.
- Batch-generated composition references from character sheets and costume art for artists to redraw, so final art stayed hand-drawn; for music, evaluated open-source models, then switched to programmatic MIDI references.
- Wrote the resource request with per-image cost estimates and usage controls, and secured model accounts and access to project files.

Result

Cut script review from two to three weeks to **one or two nights**; CG pre-production moved from reference hunting and hand sketches to generated composition references; the music references set the tonal direction for pre-production. On the strength of this work, moved from project management to AI engineering lead.

Gemini API · Antigravity

Nov 2023 – Apr 2024

Product Designer (UI/UX)

HCM Capital

- Took design end to end, from requirements analysis to high-fidelity Figma UI, and built the design system
- Wrote design specifications and parts of PRDs with product managers and engineers

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Feb 2022 – Mar 2023

Project Coordinator & Design Lead

SKY LILAH / VVAF · Vancouver, Canada

- Worked on a brand refresh and website rebuild, from strategy through visual execution
- Coordinated curation support and on-site execution for Art Vancouver 2022

Languages

Mandarin (native); English (fluent; 8 years of study and work in Canada)

Education

2015 – 2020	Simon Fraser University · B.A., Interactive Arts & Technology (SIAT)
2020 – 2021	Vancouver Film School · Sound Design for Visual Media

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Side projects

blueprint-3d	One image, modelled in three.js from generated blueprints · Claude Code / Codex github.com/cocohahaha/blueprint-3d
The Library of Open Questions	A public library after AI, rising page by page from a pop-up book · Web / three.js cocohahaha.github.io/future-library/
Shuzhai Monogatari	Books that resisted repeated readings, recast as a pixel-art reading game · Web / iOS shuzhai-monogatari.pages.dev
lexi	Unfamiliar words that stall reading, translated beside the text · Mac / Windows lexi-reader.com
coco	Frequent meetings, transcribed and analysed for next steps · Mac / Windows / Linux github.com/cocohahaha/coco
Naotu	New information from ongoing study, filed live by an agent into a mind map · Mac github.com/cocohahaha/naotu
Short Video Clipper	Short videos kept for project reference, saved as files from the page · Chrome github.com/cocohahaha/short-video-clipper
LiveTranslate	Talks with foreign colleagues, captioned live in Chinese and English · Mac / Windows github.com/cocohahaha/livetranslate-mac
WeChat MCP	Information scattered across WeChat, found and distilled by an agent · Mac / Windows github.com/cocohahaha/wechat-local-mcp