

HSS CAREER TALK

Innovative Practices in Language Services in the Era of GenAI

IA103, 14:30-16:00, OCTOBER 25 (FRIDAY)

ABSTRACT

In the rapidly evolving landscape of language services, Artificial Intelligence (AI), and particularly Generative AI (GenAI), is driving transformative change by enhancing efficiency and innovation. This talk will walk students through the substantial improvements and benefits AI technology introduces to language services, especially traditional localization project processes, through real-world examples. It will also address the profound structural changes within the industry and identify emerging opportunities for multilingual professionals. By focusing on career development in the GenAI era, this talk aims to equip students with valuable insights on preparing and positioning themselves for success in this dynamic environment.

BIOGRAPHY

Liu Qing holds a Master's degree in Mass Media Translation from XJTLU and is currently a Senior Project Manager at GienTech (formerly known as Pactera), a subsidiary of China Electronics Corporation and a top language service provider in Asia. Since 2019, Liu has worked in the localization industry, providing various language services in over 70 languages, including product and video localization, for leading IT and internet companies worldwide. She excels in enhancing localization projects through technology, particularly by leading her team to build robust internet entertainment delivery capabilities for cyber literature, comics, and short dramas, successfully driving new business initiatives and achieving key goals.



HSS CAREER TALK

GENAI时代，探索语言服务的创新实践

IA103, 14:30-16:00, 10月25日, 周五

摘要

在生成式人工智能（GenAI）时代，AI智能技术为语言服务行业带来了新质生产力。本次演讲将结合实际案例，重点探讨在AI技术的加持下，传统语言服务产生的新变化和新效益。同时，从职业发展的角度出发，解读多语言人才在GenAI时代下的结构变革和机遇。

个人及公司简介

刘青，西交利物浦大学大众传媒翻译硕士，现于中电金信语言服务事业部任高级项目经理。中电金信为中国电子旗下成员企业，成立于1995年，汇聚国内外38,000余名员工，已连续16年在CSA语言服务商

排名中稳居亚洲第1。自2019年进入本地化行业，先后为IT、互联网等领域海内外知名企业提供等产品本地化、视频本地化、数据评测等多项语言服务，涵盖东南亚、欧洲、南北美等70+语种，擅于通过技术赋能本地化项目全链路升级，带领团队基于网文、漫画、短剧等业务构建了完整的互联网大文娱交付能力，多次推动新业务的落地和业务目标的实现。

