

Name: Luis Damián MORENO GARCÍA (PhD, FHEA)

Academic qualifications

2021 PhD of Arts in Translation Studies (Audiovisual Translation), Beijing Foreign Studies University
2021 Cambridge Certificate in Teaching English to Speakers of Other Languages (CELTA)
2017 MA in Teaching Spanish as a Foreign Language, The International University of La Rioja
2014 MA in Multimedia Translation, University of Vigo
2013 BA in Translation and Interpreting (EN-ES), University of Alicante

Previous academic positions held

July 2017-July 2019 - Teaching Assistant (English-Spanish), Beijing Foreign Studies University

Present academic position

Aug. 2021-Present – Assistant Professor, Department of Translation, Interpreting and Intercultural Studies, Hong Kong Baptist University

Representative publications

- Moreno García, L. D. (2025). Exploring the official and unofficial paratexts of Chinese indie video games on Steam Pages. *Digital Translation: International Journal of Translation and Localization*, 11(2), 116-139. <https://doi.org/10.1075/dt.24002.mor>
- Moreno García, L. D & Mangiron, C.** (2024). Exploring the potential of GPT-4 as an interactive transcreation assistant in game localisation: A case study on the translation of Pokémon names. *Perspectives: Studies in Translation Theory and Practice*. <https://doi.org/10.1080/0907676X.2024.2378346>
- Moreno García, L. D. (2024). Subtitling Hong Kong code-mixing and code-switching: The case of Netflix English and Spanish official subtitles for Hongkonese audiovisual creations. *Exchanges: The Interdisciplinary Research Journal*, 11(2), 161–187. <https://doi.org/10.31273/eirj.v11i2.1155>
- Moreno García, L. D. (2024). Recontextualizing disassembled texts: Exploring the concept of the “Web of Texts” in Mobile Game “Blind” localization from Chinese into Foreign Languages. *Babel*, 70(1-2), 64–88. <https://doi.org/10.1075/babel.00372.mor>
- Moreno García, L. D. (2023). Fan indirect subtitling of Cdramas by women in Latin America and the Caribbean: a tool for the promotion of autodidacticism, global citizenship, and cultural diversity appreciation. *Translation Spaces (Netherlands)*, 12(2), 177 – 203. <https://doi.org/10.1075/ts.22017.mor>
- Moreno García, L. D. (2020). Researching the motivation of Spanish to Chinese fansubbers: A case study on collaborative translation in China. *Translation, Cognition and Behavior*, 3(2), 165-187. <https://doi.org/10.1075/tcb.00039.mor>

Conference Papers

- Moreno García, L. D., & Mangiron, C. (2025). *Integrating Large Language Models into Video Game Localisation Teaching and Learning: Preliminary Findings from BA and MA Localisation Courses in Hong Kong*. Abstract from 11th EST Congress 2025, Leeds, United Kingdom.

- Moreno García, L. D., & Mangiron, C. (2025). *Generative AI in English- Chinese Video Game Localization Training: Perceived Benefits and Limitations from its Preliminary Integration into BA and MA Localization Courses*. Abstract from APTIF11, Hong Kong, Hong Kong.
- Moreno García, L. D. (2024, December). *Possible Affordances and Constraints Brought by the Integration of LLMs and LMMs into Chinese-English Video Game Localisation*. Abstract from The Affordances of the Sinophone Literary Translator in the Age of AI, Hong Kong.
- Moreno García, L. D. (2024). The localization, transcreation and adaptation of cultural realia in video games: The case of cultural (re)presentation in Arena of Valor. In L. Kostopoulou, & P. Charalampidou (Eds.), *New Perspectives in Media Translation: Transcreating in the Digital Age* (1st ed, pp. 117–144). Palgrave Macmillan.
- Moreno García, L. D. (2023, December). *A preliminary examination of GPT-4's capabilities for the localization of in-game humour*. Abstract from Conference of Translation Studies and the Digital Humanities, Hong Kong.
- Moreno García, L. D. (2023, June). *Exploring the potential of GPT technologies as transcreation assistants for video game localization: possible use cases for irrealia recreation, translation and adaptation*. Abstract from Translating the Humanities and Technologizing Translation: Translation Master Lectures cum International Conference on Translation, Culture and Technology - The Hong Kong Polytechnic University, Hong Kong
- Moreno García, L. D. (2023). An exploration of Cdrama distribution networks in Spanish-speaking countries from the viewpoint of a Chinese-Spanish fansub. In H. Yan, H. Jin, & P. Gladston (Eds.), *Translation Studies and China: Literature, Cinema, and Visual Arts* (1st ed., pp. 152–169). Routledge. <https://doi.org/10.4324/9781003435327-10>

Others:

Research Projects (in capacity of PI)

TDG Grant Reference: TDG/2425/03

Project Title: Enhancing Video Game Localization Education through Generative AI: Authentic Learning and Assessment via Synthetic Data, Scenario Creation and Adaptive Feedback

Duration of project: 1 September 2024 to 31 January 2026

Funding approved: HK\$300,000

Research Projects (in other capacity)

Enhancing Learning and Teaching of Digital Citizenship through Scenario-based AR Learning Trails

Duration of project: 1 January 2023 to 30 June 2025

Academic Services

- **Reviewer**, *Perspectives: Studies in Translation Theory and Practice* (2024), *Digital Translation: International Journal of Translation and Localization* (2024), *Humanities and Social Sciences Communications* (2024), *Translation Spaces* (2023), *Babel: International Journal of Translation* (2023), *New Voices in Translation Studies* (2023)

Awards

- 2023 Fellow of the Higher Education Academy (FHEA) – Advance HE

Certifications

- Certified Sworn Translator by the Spanish Ministry of Foreign Affairs, European Union and Cooperation (English-Spanish)
- Certified DELE Examiner (Diplomas de Español como Lengua Extranjera)