Daniel Lee

Creative Director | Video Creator,Producer & Editor | Designer

My Portfolio: https://daniellee0724.github.io/daniellee0724



CONTACT

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Thornhill, ON L4J 7K2, Canada

EDUCATION

City University of Hong Kong (CityUHK)

2015 – 2019

BSc Creative Media

SKILLS

- ***VIDEO PRODUCTION & EDITING:***

  Google Flow, Kling, Runway, Leonardo, OpenArt, Higgsfield, InVideo, Dreamina, Pixverse, HeyGen, Wandura, Moho, After Effect, Premiere Pro, CapCut, Adobe Creative Tools

- ***MUSIC & VOICE CREATION:***

  Google Music, MusicGPT, Mureka, AISongCreator, Suno, ElevenLabs, FishAudio, MiniMax,VoiceStudio, Nrakeet, Music and Voice Generation Tools

- ***DESIGN & VISUAL COMMUNICATION:***

  Adobe Photoshop, Adobe Illustrator, Figma., Canva, Design tools

- ***FRONT-END DEVELOPMENT:***

  HTML5, CSS3, JavaScript, TypeScript, React, Next.js, Tailwind CSS, WordPress.

- ***COLLABORATION:***

  Git, GitHub, Agile, Scrum

SUMMARY

- Video production and creative professional with 7+ years of experience directing, producing, and editing a wide variety of videos, including promotional content, advertising campaigns, cinematic films, animations, and digital media.
- Experienced in creative direction, video production, post-production, AI-assisted video creation, graphic design, brand identity, visual communication, image creation, and UI/UX design.
- Combines creative vision, storytelling, and technical expertise to manage projects from concept development and visual planning through production, editing, and final delivery.
- Proficient in professional video editing, motion graphics, image editing, and modern design tools, with experience creating engaging visual content for digital platforms and commercial applications.
- Also experienced in building responsive websites and interactive front-end applications using modern JavaScript and TypeScript technologies, with knowledge of back-end development and API integration.

PROFESSIONAL EXPERIENCE

Creative Director / Video Creator, Producer & Editor / Designer

Shift Media |Interactive Multimedia & Digital Campaigns *October 2024 – Present*

Technologies: AI-Video Generation Tools, Adobe Premiere Pro, After Effects, CapCut, Google Music, MusicGPT, Mureka, Suno, ElevenLabs, FishAudio, Adobe Photoshop, Figma, Canva, Illustrator, HTML5, CSS3, JavaScript, TypeScript, React.

- Directed, developed, produced, and edited promotional videos, commercial campaigns, cinematic content, and digital storytelling projects from initial concepts through final delivery.
- Applied traditional and AI-assisted production workflows to create engaging video content, develop storylines, plan visual sequences, and deliver polished edits for digital platforms.
- Created visual identities, brand assets, advertising graphics, marketing materials, and other visual communication designs that supported different creative and commercial objectives.
- Designed user interfaces, website layouts, responsive visual systems, and digital experiences with a focus on usability, consistency, and visual quality.
- Developed responsive front-end applications using modern JavaScript and TypeScript technologies, primarily React.

Video Creator, Producer & Editor / Visual Designer & Web Designer

Mediam Rare | Branding, Video Production & Design *May 2021 – September 2024*

Technologies: Adobe Premiere Pro, After Effects, Photoshop, Illustrator, Moho, Figma, HTML, CSS, JavaScript, TypeScript, React.

- Produced, directed, and edited commercial videos, brand films, promotional campaigns, corporate content, and multimedia projects, managing the creative process from concept development to final production.
- Developed storyboards, visual narratives, shooting plans, editing sequences, and motion graphics to communicate ideas effectively and strengthen the impact of video content.
- Designed brand identities, logos, advertising materials, digital graphics, illustrations, and other visual assets for marketing campaigns and client projects.
- Designed and developed responsive front-end website interfaces using HTML, CSS, JavaScript, and React.

KEY STRENGTHS

- Video direction, production, and creative leadership.

- Cinematic storytelling and visual concept development.

- Professional video editing and post-production.

- AI-assisted video creation and advertising production.

- Graphic design, brand identity, and visual communication.

- Image creation, manipulation, and visual asset development.

- UI/UX design and responsive digital experiences.

- Front-end development and interactive web applications.

- Intermediate back-end development and API integration.

- End-to-end project ownership, problem-solving, and cross-functional collaboration.

AVAILABILITY

Full-Time

Part-Time

Contract

Freelance

Video Producer & Editor / Visual Designer & Web Designer
1001 | Digital Brand & Multimedia Campaigns *July 2019 – April 2021*
Technologies: Moho and digital video-production tools, Adobe Premiere Pro, After Effects, Photoshop, Illustrator, Figma, HTML, CSS, JavaScript, WordPress.

- Produced and edited promotional videos, digital advertisements, brand content, and multimedia campaigns, transforming creative concepts into finished visual productions.
- Managed video storytelling, editing, post-production, motion graphics, and visual sequencing to create clear, engaging, and platform-appropriate content.
- Designed brand identities, logos, marketing graphics, campaign materials, and digital illustrations that supported clients' branding and communication goals.
- Created website layouts, visual assets, UI components, and responsive design concepts that improved brand presentation and user experience across digital platforms.
- Built and maintained front-end website interfaces using HTML, CSS, JavaScript, and WordPress.

CORE EXPERTISE

VIDEO PRODUCTION & EDITING
Video Direction; Video Production; Video Editing; Cinematic Storytelling; Commercial & Promotional Video Production; Advertising Creative; AI-Assisted Video Creation; Post-Production; Storyboarding; Motion Graphics; Compositing; Visual Effects; 2D Animation; AI Lip-Sync; Sound Design & Synchronization; Character & Environment Consistency.

DESIGN & VISUAL COMMUNICATION
Creative Direction; Graphic Design; Visual Design; Brand Identity; Art Direction; UI/UX Design; Image Creation & Editing; Photo Retouching; Image Enhancement; Product Visualization; Character & Environment Design; Marketing Graphics; Visual Storytelling; Prototyping; Responsive Design.

FRONT-END DEVELOPMENT
Responsive Web Development; Front-End Development; Interactive Interfaces; Website & Landing Page Development; UI Implementation; API Integration; Cross-Device Compatibility.