

LESLIE CHEN

LESLIE'S RESUME PORTFOLIO

Past Works Portfolio Website:

<https://www.xinpianchang.com/u10291010>



Education Background

- 2025 Trent University - Master of Arts in Cultural Studies
- 2024 Conestoga College - Postgraduate Certificate in UX Design
- 2017 Beijing Film Academy - Certificate in Cinematography
- 2014 Minjiang University - Bachelor of Arts in Advertising (Creative & Strategy & Design)

Work Experience

- 2022-2023 Freelance Producer & Vlogger (Videographer & Editor)
- 2021-2022 Freelance Producer (Commercials & Short Films)
- 2017-2021 9 Focus (Beijing) Culture Media Co., Ltd. - Advertising Project Manager
- 2014-2016 Grand Canyon Film Production Co., Ltd - Advertising Producer (Pre & Post-production)



About Leslie Chen

8 years work experiences in Film and Advertising industry.

Deep insight into film-making process and excellent leadership in communication, planning and team working, with strong cross-department communication and problem-solving skills.

Pre-production: hiring crews, casting, location scouting, meeting arrangement;

On-set filming: conducting tests, issuing call sheets, managing on-set progress and supervising the team's work;

Post-production: tracking progress, footage selecting, compositing & visual effects & 3D animation confirming, delivering final products.

During my education, I specialize in strategic planning for advertising and media campaigns, while gaining practical skills in video production, cinematography, graphic design, and web design.

Skills



Video production and post-production



Production management and teamwork



Creative development and concept design



Strong communication and coordination skills



Proficient in advertising production software and tools



Content

Part.01 Personal Artworks

A collection of creative projects showcasing my skills as a vlogger, designer, and multimedia artist, highlighting expertise in video production, graphic design, and content creation.

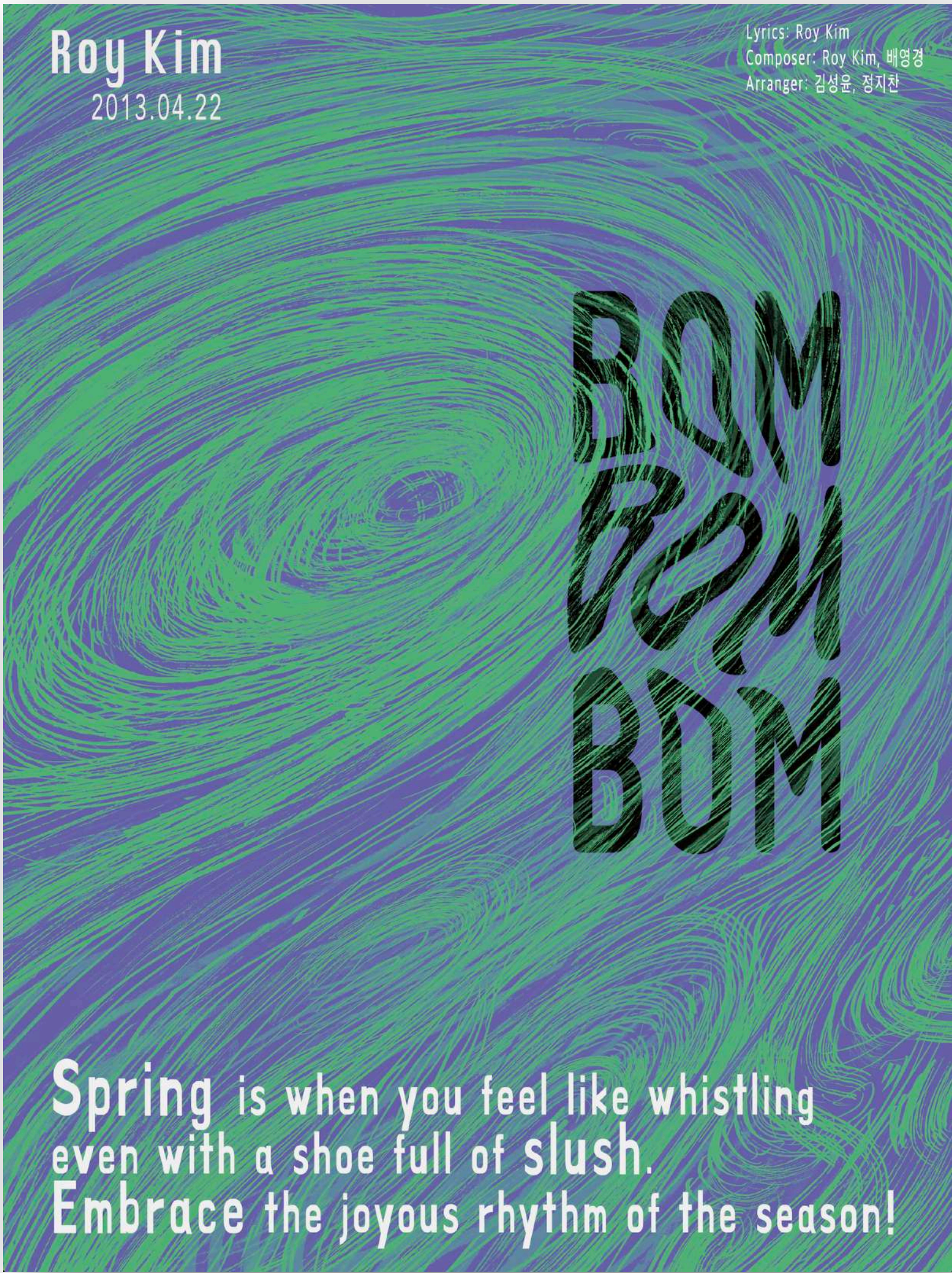


Part.02 Video Advertising Projects

Involved in over 100 video advertising projects, contributing to their success through creative expertise, meticulous planning, and exceptional execution.

Part.03 Print Advertising Campaigns

Part.04 Short Film



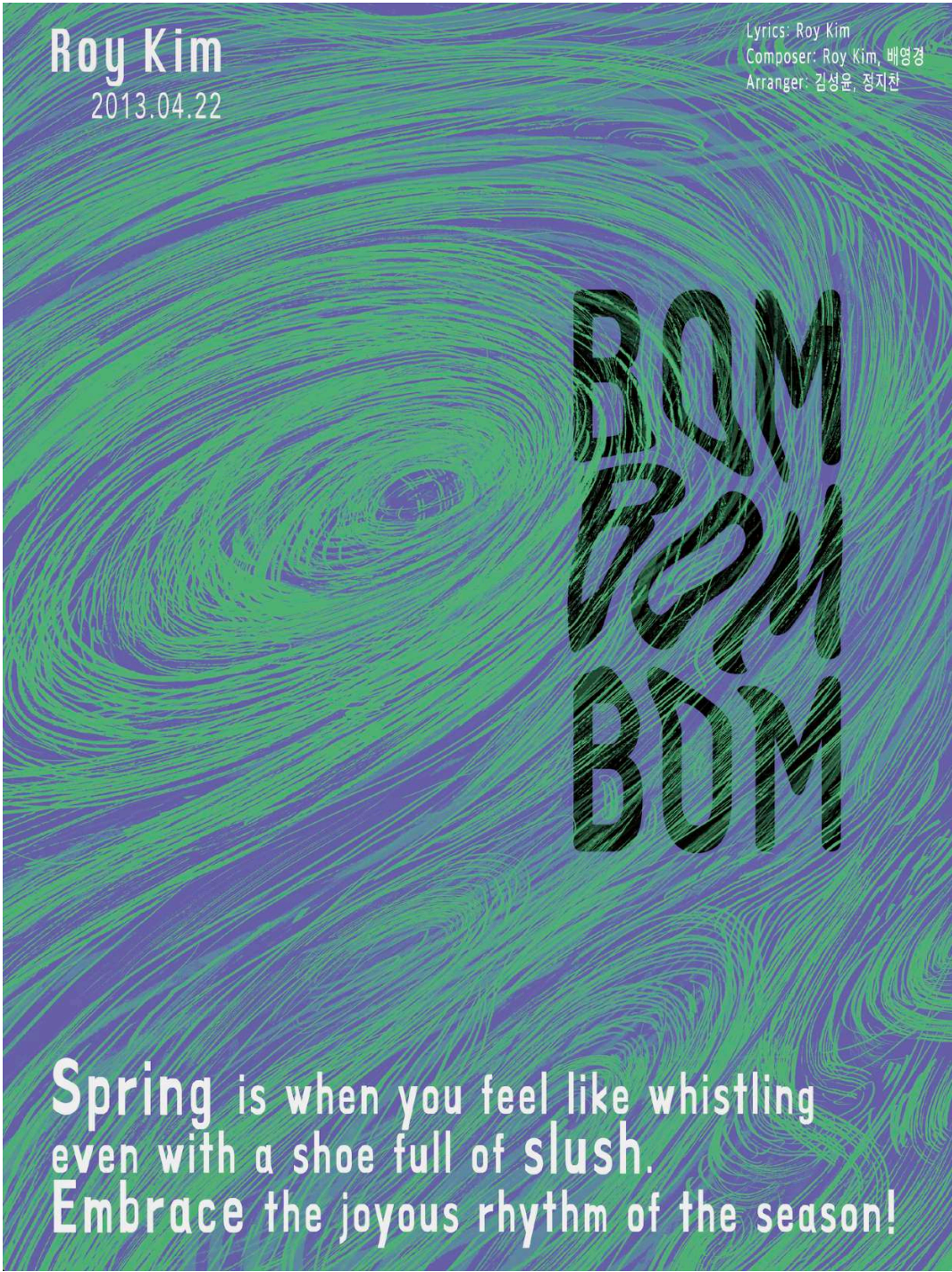
Part. 01

Personal Artworks

As a Creator

I actively participated in various artistic projects that have greatly shaped my creative journey. From directing short films and designing brand identities to creating storyboard illustrations, I immersed myself in diverse artistic pursuits. These experiences not only honed my technical skills but also fostered a deep understanding of visual aesthetics.

Although I did not pursue a career as a full-time artist, the training provided me with a solid foundation in visual storytelling, effective communication, and an eye for detail, which continue to enrich my work in the creative field.



Poster Design

Design Portfolio

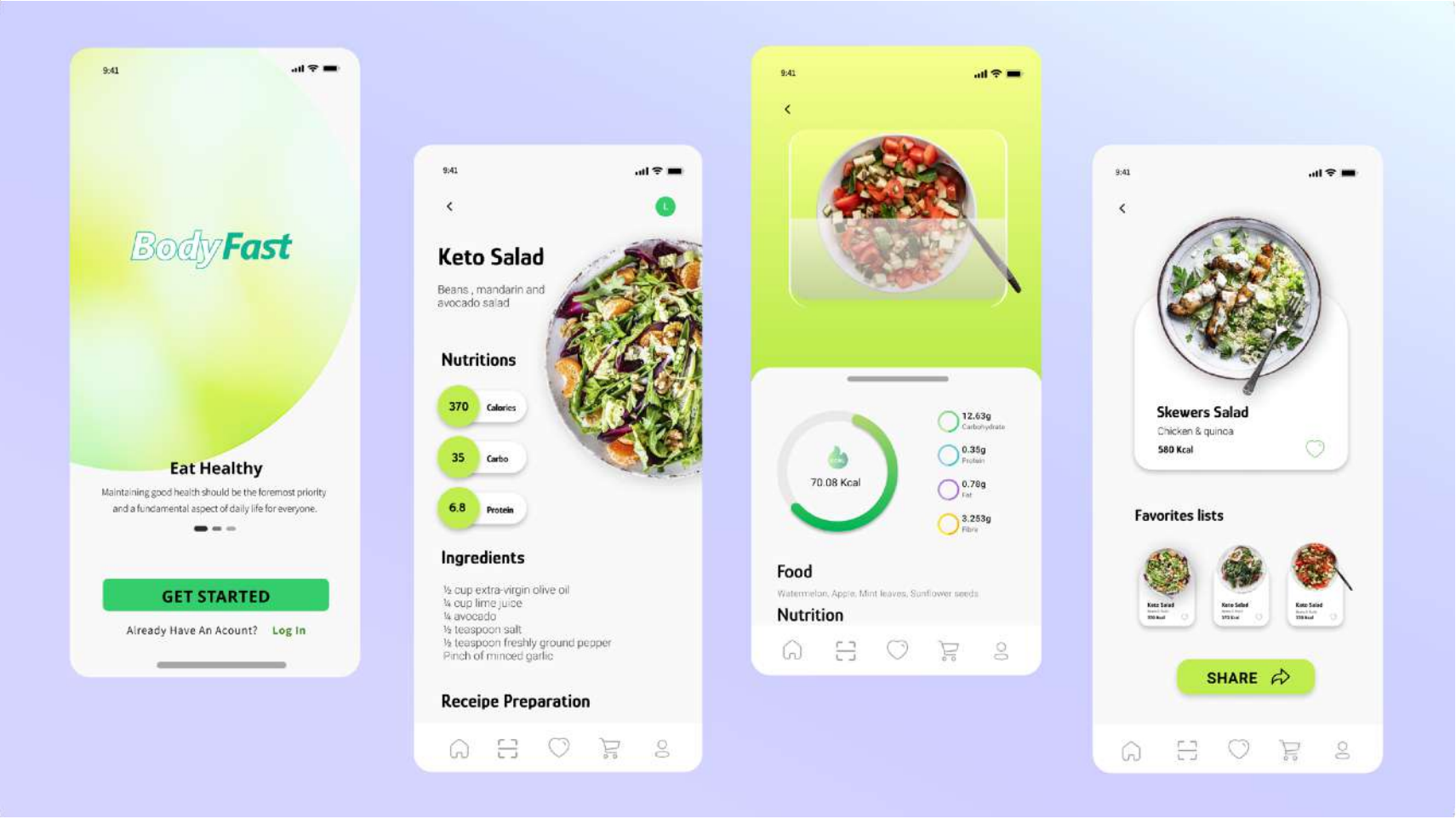
In the realm of poster design, I carefully considered the composition, color palette, typography, and imagery to create visually compelling posters that conveyed key messages and captured viewers' attention.

PORTFOLIO



UX & UI
Design
Design Portfolio

I design clean, user-friendly interfaces for web and mobile. Using tools like Figma and Adobe XD, I create intuitive layouts that connect function with visual style. So far, I've worked on nearly 10 websites and apps, from creative platforms to practical tools.



Banner Design

Design Portfolio



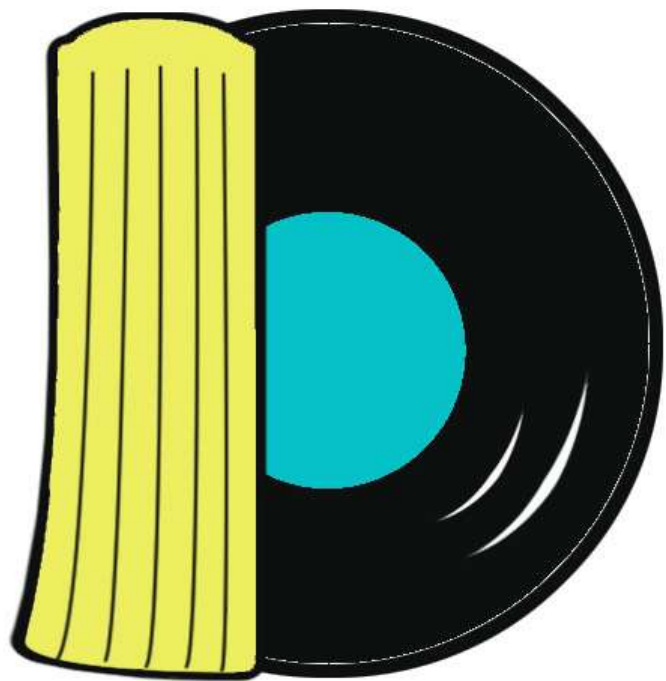
These web banners were created for Trent University’s Cultural and Media Studies programs. I used bold type, collage, and textured colors to reflect the program’s focus, from theory to media to technology.

LOGO
Design
Design Portfolio

01



02



白鹿洞影音書坊

I was involved in multiple brand logo design projects. Using design software and hand-drawing techniques, I transformed concepts into innovative logo designs, refining and optimizing them through iterative modifications to achieve the desired visual impact and brand representation.

03



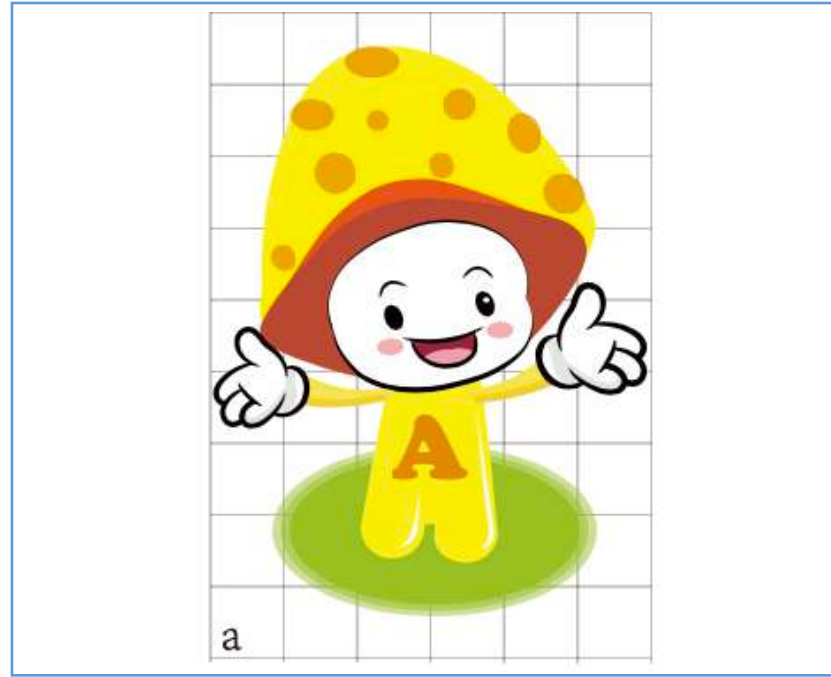
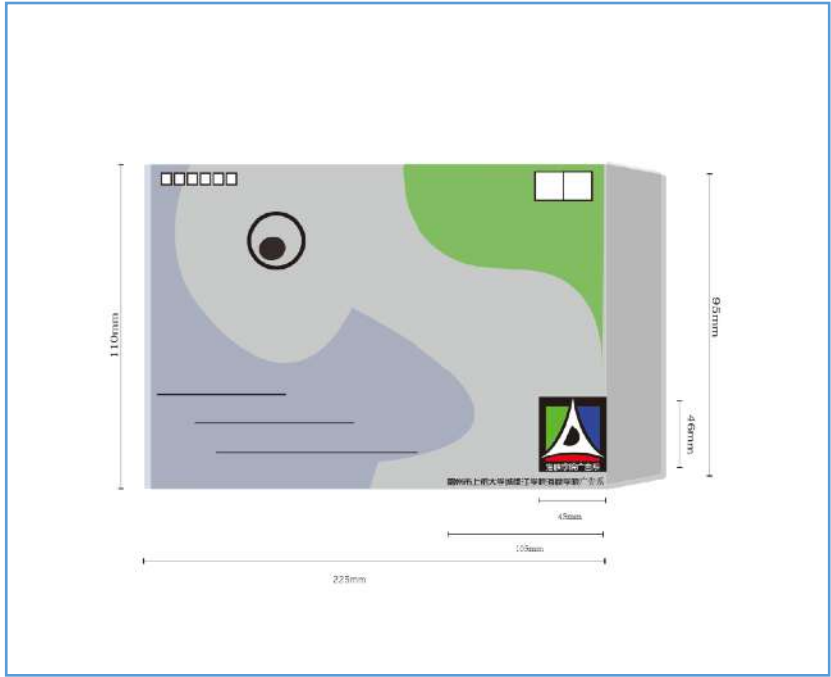
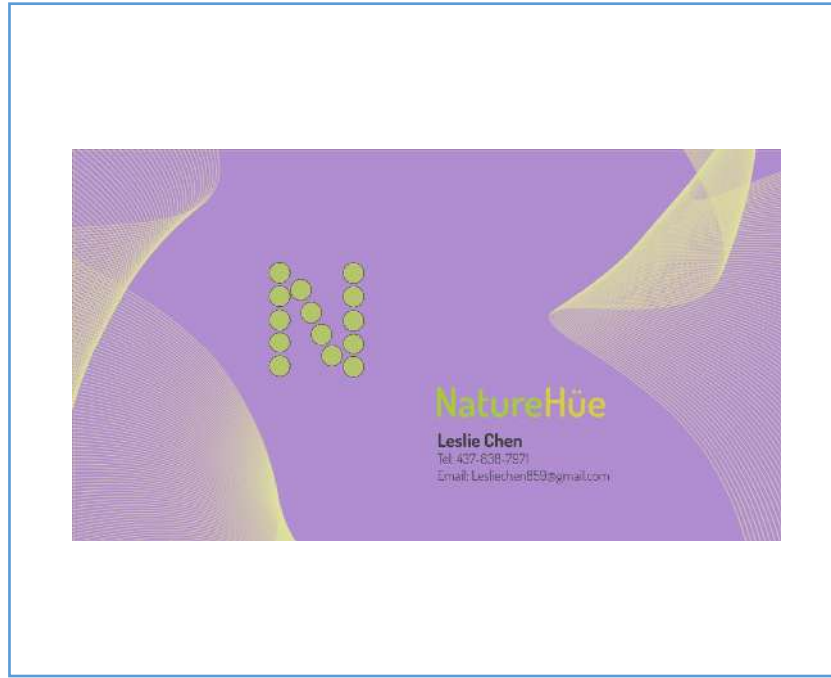
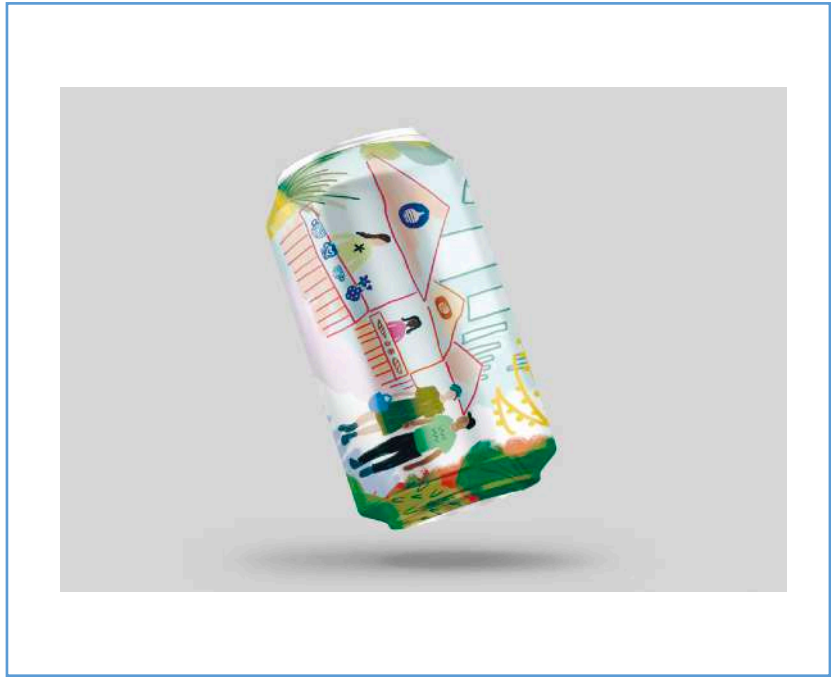
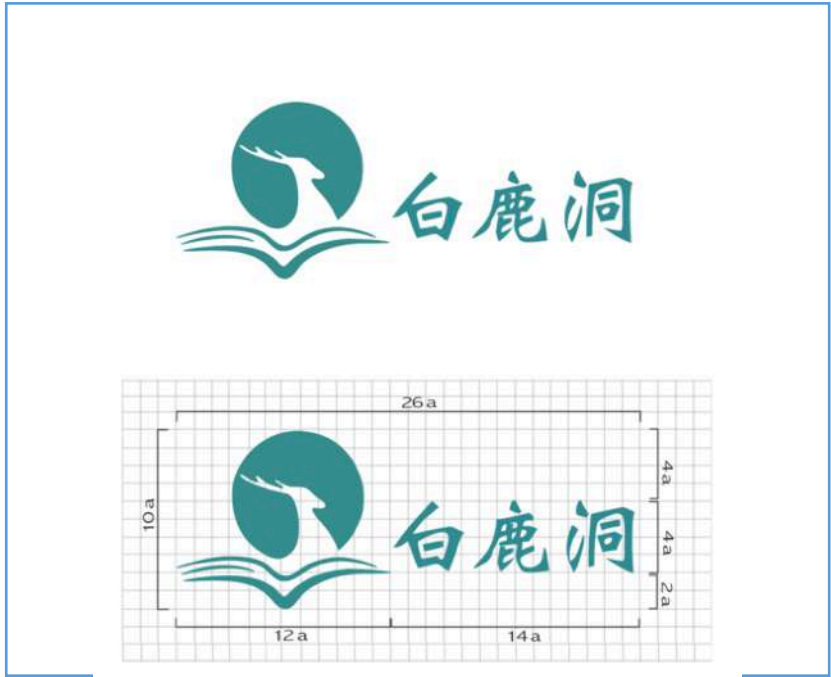
04



05



白鹿洞影音書坊



Visual Identity Design

Design Portfolio from University

As a designer, I participated in designing the application of brand identity across various media and platforms, including brochures, posters, and packaging. I focused on layout, visual hierarchy, and the arrangement of text and graphics to create various application scenarios that aligned with the brand image.

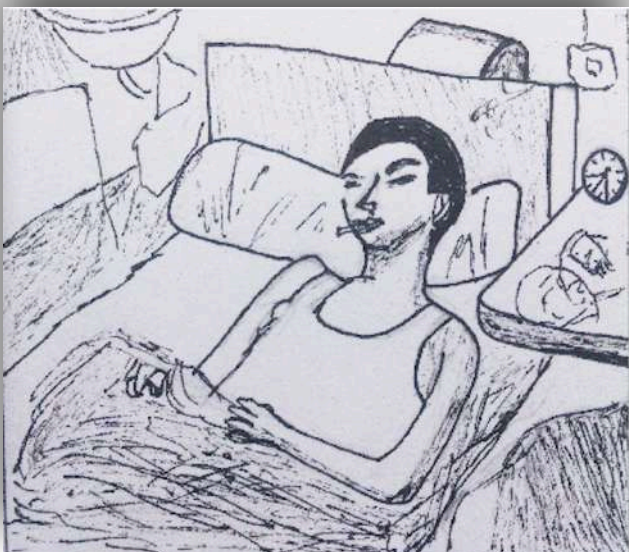


storyboard illustrations

Design Portfolio from University



I also dabbled in creating storyboard illustrations, and these experiences greatly helped me enter the film and television industry. They served as a stepping stone for my career, allowing me to develop a strong foundation in visual storytelling. Through the process of crafting storyboards, I honed my skills in shot composition, narrative flow, and capturing key moments.



Video Installation 「Cubic Memories」

As a Researcher



BEING VIEWED



BEING VIEWED

DETAILS

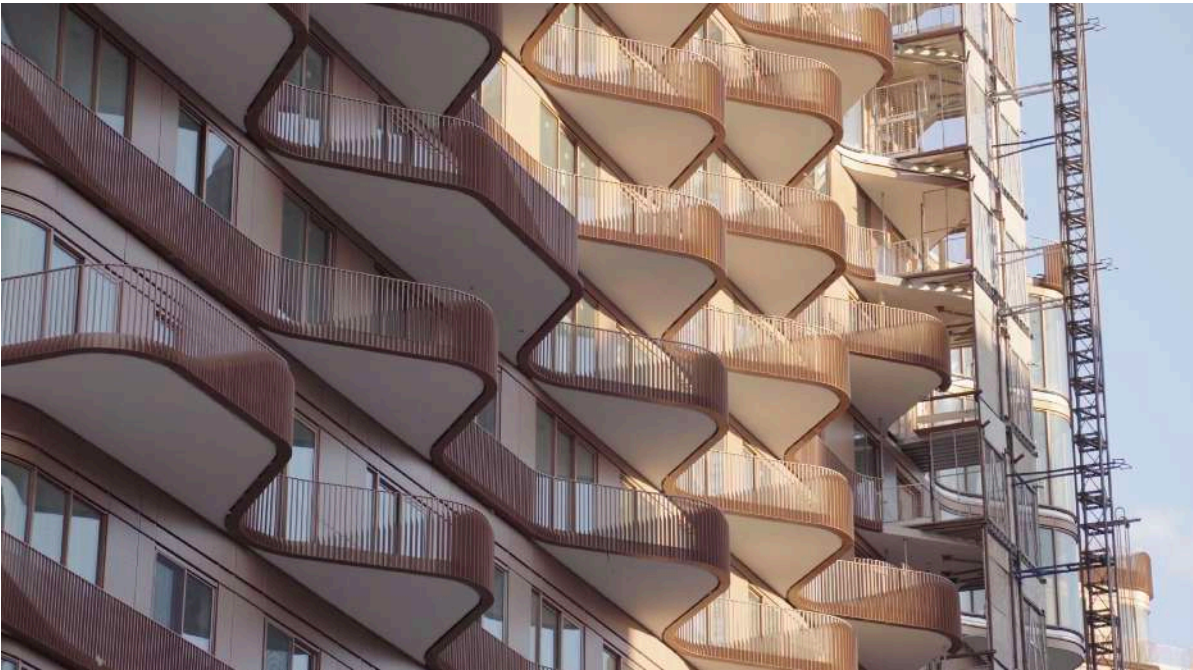
This video installation explores how we see the city and how the city sees us. Inspired by a Chinese poem and the idea of collective memory, it shows how people in the same place can have very different experiences. Through shifting camera speeds and a digital cube inside a sphere, the work turns personal moments into a layered urban story.

Screenshots

Video Link: www.lesliechen.ca

Video Installation 「The Voice Beneath the City」

As a Researcher



DETAILS

This sound-based work explores the hidden layers of urban life through recordings and research. It reflects on the contrast between visible cityscapes and the emotions, memories, and voices that lie beneath the surface. By combining everyday sounds with quiet observations, the piece invites viewers to rethink how a city feels, sounds, and connects with the people who live in it.

Screenshots



Video Link: www.lesliechen.ca

Short Film

「Love Lost in Shadows」

As a Director

DETAILS

This is a short film I directed during my studies at the Beijing Film Academy. The film tells the story of a girl who is abruptly awakened in the dead of night by the loud snores of her boyfriend. In a half-awake state, she instinctively pushes him, only to realize that it was all a figment of her imagination. As she stumbles back to the living room, she is greeted by remnants of memories left behind by her ex-boyfriend, serving as constant reminders of a past relationship.

I thoroughly enjoyed the process of bringing this story to life, capturing its emotional depth and nuances through my direction. It stands as a testament to my growth as a filmmaker during my student years, an unforgettable part of my creative journey.

Video Link: <https://www.bilibili.com/video/BV1Yu411s7ed>



Screenshots

DETAILS

"UX Genius Design Dialogues" is a student project filmed during my time at Conestoga College. It primarily explores issues and experiences in the user experience design process. My role involved photography, editing, sound editing, color correction, and more. I attempted to fully capture a podcast, which was a fulfilling experience!



Behind-the-scenes

Podcast Production

Screenshots



Video Link: <https://www.youtube.com/watch?v=qdVDcfixJF4>

Vlog



Screenshots

DETAILS

In 2022, my friend and I established our own social media channel as bloggers, and we garnered a considerable number of followers. Throughout the process, my role involved planning, filming, editing, sound production, and creating cover images. I gained a deep understanding of how to manage a social media channel.

Channel Link: <https://www.xiaohongshu.com/user/profile/5f15884c0000000001001559>

Representative Video Links: <http://xhslink.com/EUJYnK>
<http://xhslink.com/ZFWXnK>





As a Producer

I work closely with the creative team to bring their vision to life.

I contribute to strategic planning and concept development, leveraging my understanding of target audiences and market trends.

I coordinate production logistics, including securing filming permits, arranging equipment rentals, and coordinating talent and crew schedules.

During the shoot, I supervise the production process to ensure adherence to timelines and quality standards.

In post-production, I collaborate with editors and visual effects artists to ensure seamless integration of visuals, sound, and graphics.

Part. 02

Video Advertising Projects

DETAILS

Can you imagine that everything except the grass, the player, and the football was all composited? Due to the tight schedule of the soccer star, we only had a five-day preparation period for production!

As the producer, I oversaw the entire production process. The two-month post-production journey was a painstaking process of piecing together shots, sourcing materials, and collaborating closely with the team.

The result? A mind-blowing outcome that surpassed all expectations!

TV Commercial 「XTEP」

Screenshots



Behind-the-scenes



Screenshots

Video Link: <https://www.xinpianchang.com/a12532141>

TV Commercial 「YINLU」



Behind-the-scenes

DETAILS

We started off with a beautiful dance scene on a meadow, gracefully performed by a talented actress. Then came the fun part of post-production, where we worked tirelessly to make the nuts and milk collide in a visually stunning way. Each fluid movement and nut shape was handpicked and meticulously refined over a month-long process. I'm thrilled to say we pulled it off and achieved our goal with great satisfaction.

TV Commercial 「DAPHNE」

In the studio, we constructed pink streets of Paris and London using cardboard and stickers. Every step of shooting this advertisement was filled with creativity.

DETAILS

I was responsible for budget management, shooting scheduling, and team coordination. Despite working for 12 hours on a cold Christmas Eve, everything went smoothly and everyone had a great time!

Video Link:
<https://www.xinpianchang.com/a12532244?from=UserProfile>



Behind-the-scenes



Part. 03

Print Advertising Campaigns

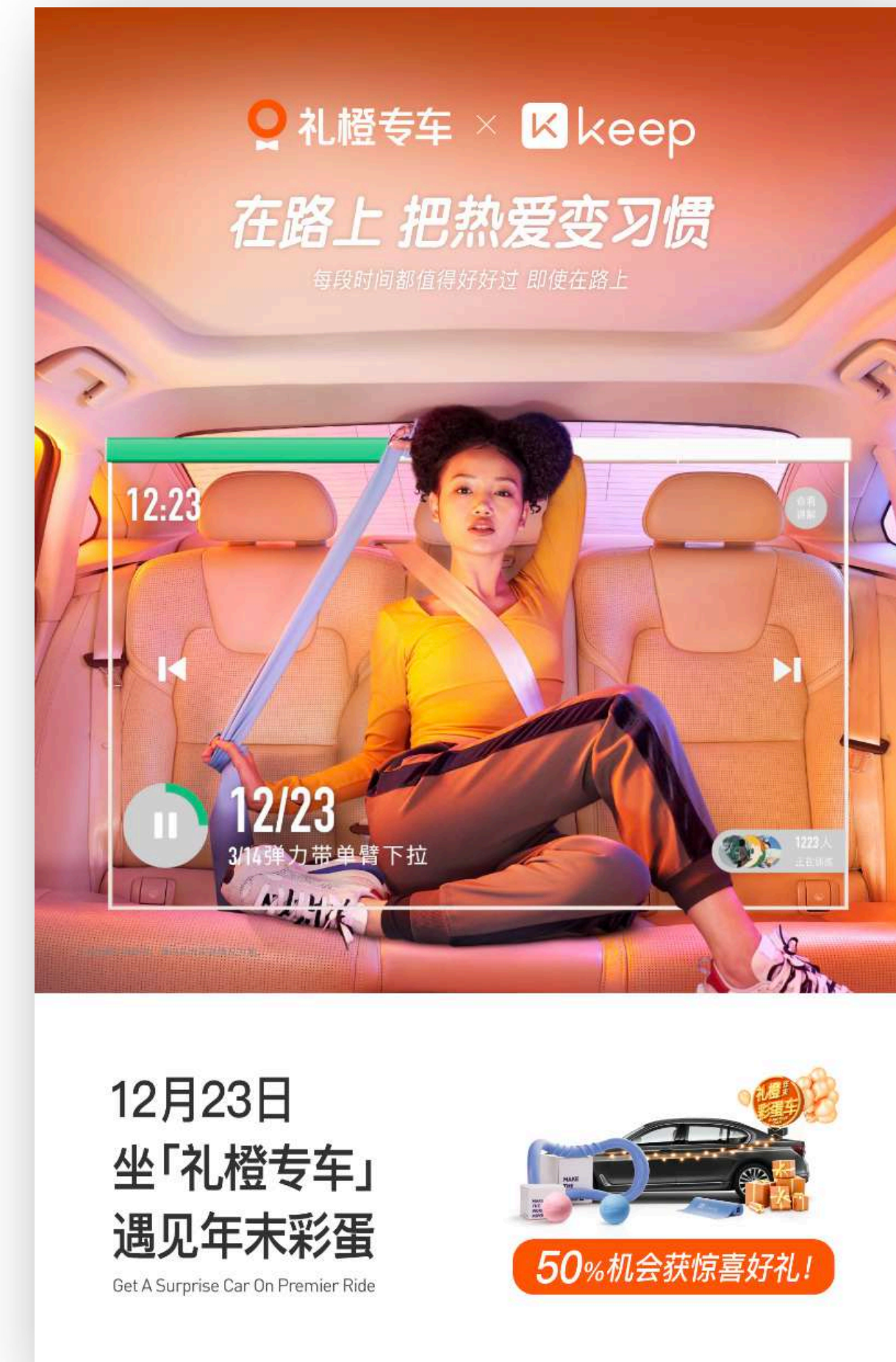
As a Project Manager

I oversee the entire process of advertising projects, encompassing planning, execution, and supervision. I ensure that projects are completed on time, within budget, and meet the expected quality standards.

I coordinate various teams and departments, including the creative team, production crew, and client service team, to ensure the seamless progress of the entire project.

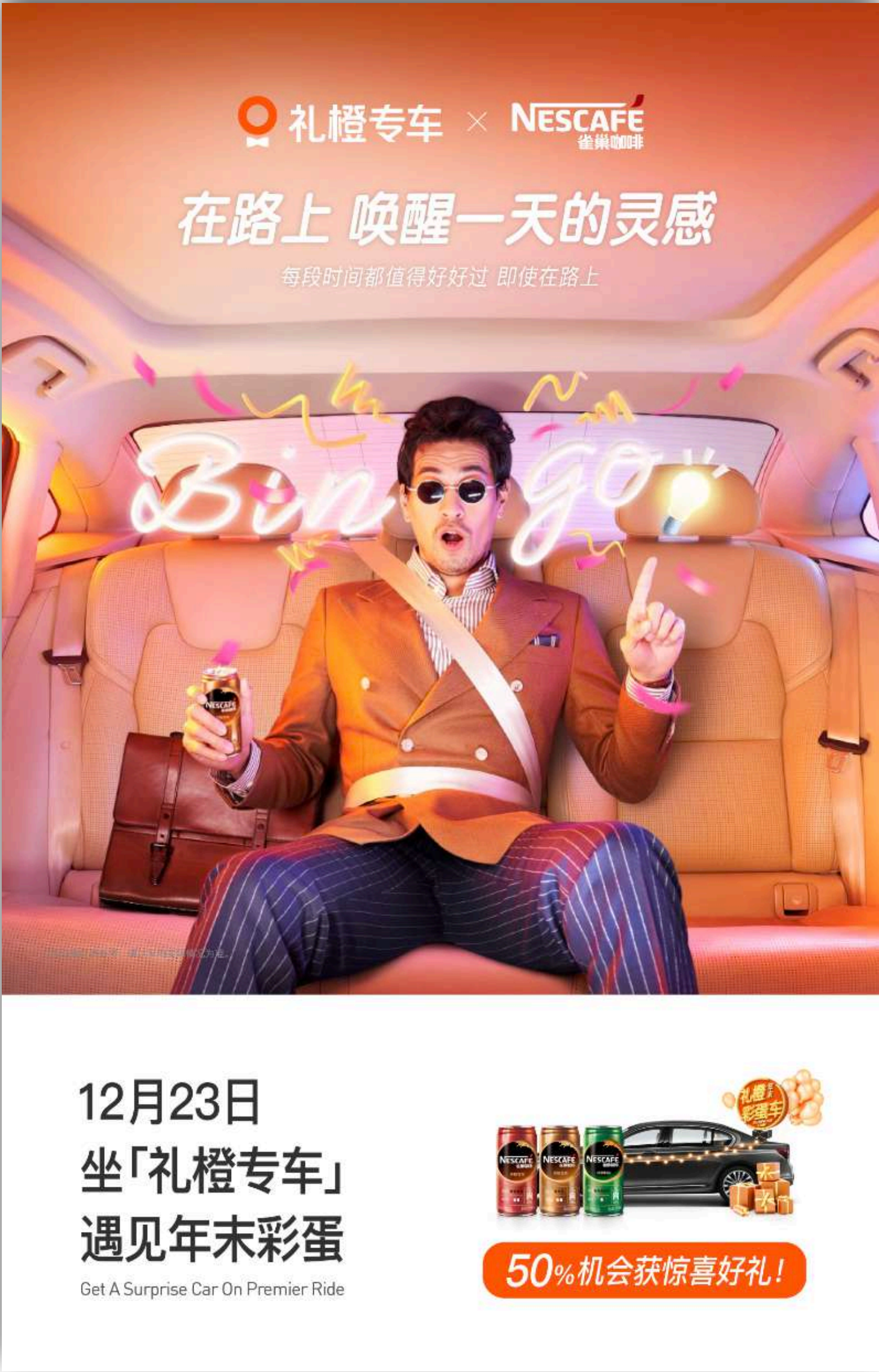
I act as a liaison between clients and the production team, comprehending client needs and coordinating advertising shoot plans to meet their expectations.

I review and approve the final advertising content, ensuring alignment with the creative concept and brand requirements.



Splash Ad 「LICHENG」

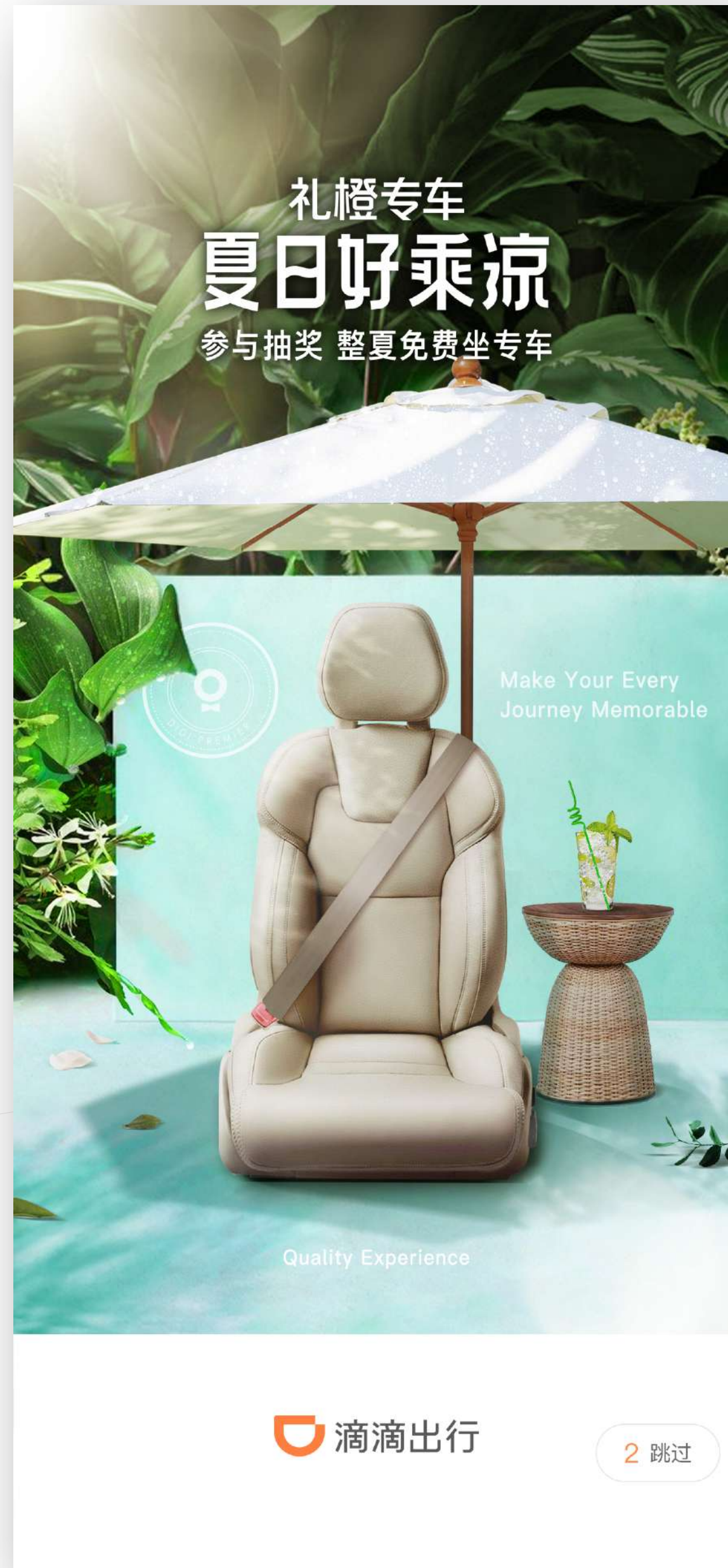
Screenshots



DETAILS

To showcase a beautiful and aspirational user scenario, the KV was created by combining live-action footage with C4D special effects.

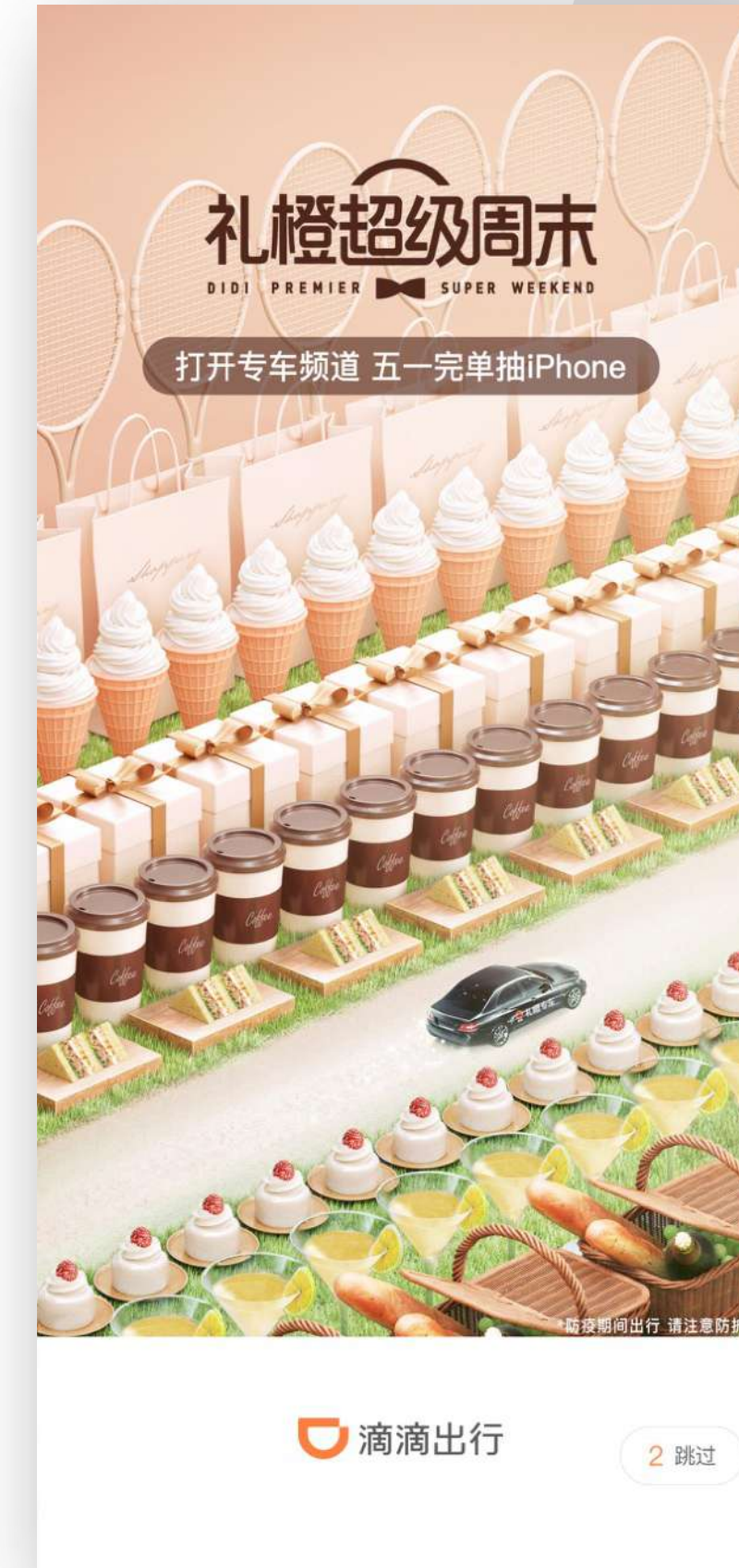
The chosen approach involved capturing dynamic movements, incorporating super symbols, and creating a marketing atmosphere. I was responsible for overseeing the entire production process and ensuring the quality.



3D Splash Ad 「DIDI」

DETAILS

This C4D-created splash screen poster showcases my role as a facilitator between the client and the talented C4D artists. I carefully selected and collaborated with the artists to bring the client's vision to life.



DETAILS

The end result is an impressive and visually captivating poster that exceeds expectations.

Part.04
Short Film



As a Production Manager

I was responsible for managing the overall production process. This involved collaborating with the director and creative team to refine the script, scouting suitable filming locations, and coordinating the casting process. I also handled budget management, ensuring that resources were allocated efficiently to meet project requirements. During production, I supervised the production crew, organized schedules, and resolved any logistical challenges that arose. Additionally, I facilitated effective communication between different departments and ensured smooth workflow throughout the production timeline.

Short Film

「The Long Afternoon」

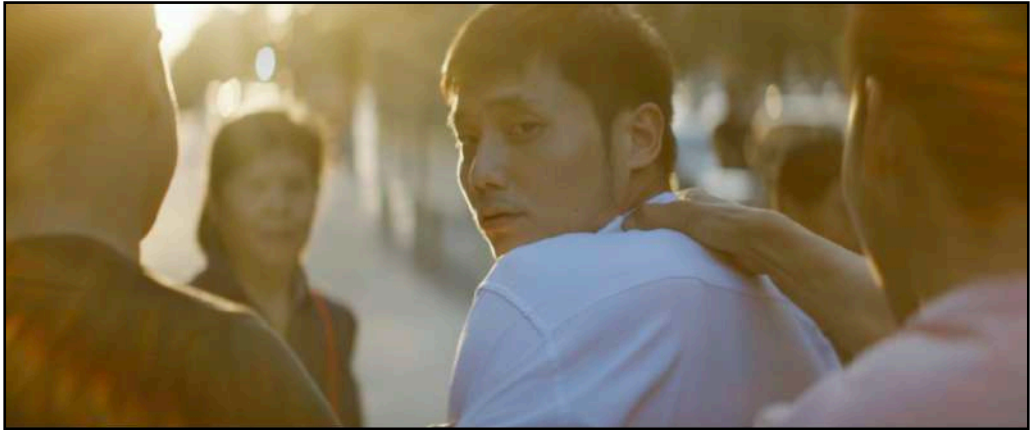
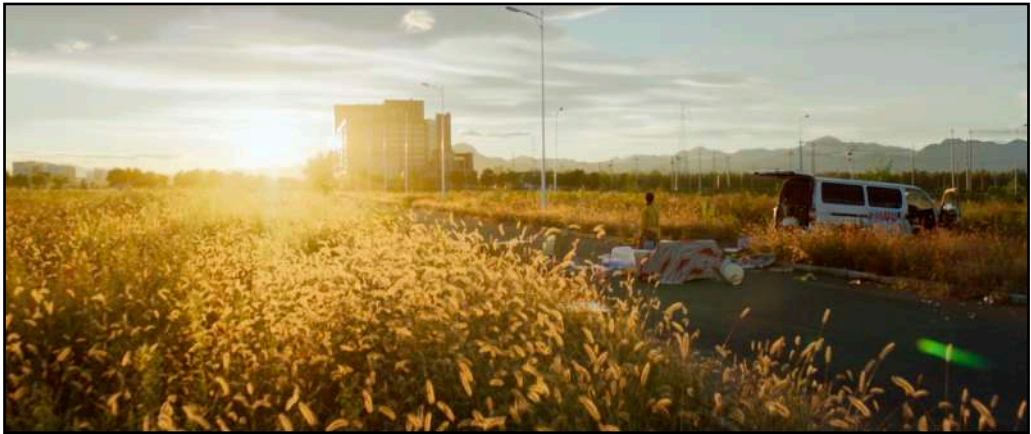
DETAILS

This was my first time being involved in a 30-minute film short. From script refinement, team members recruitment, casting, costume selection, to location confirmation, I was personally involved in every aspect.

The film is now complete, and I believe it has the potential to be an award-winning piece at various film festivals!

Trailer Link: <https://www.bilibili.com/video/BV1eW4y1u7q1>

Poster



Screenshots



Behind-the-scenes



LESLIE CHEN



Thank you

CONTACT

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