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KISS Products, 2024–
Present

JAMES JAIYOUNG CHOI

QUALIFICATION

- 15+ years experience in video production, from pre-production through post-production
- Led video teams to provide and establish direction, collaborating with vendors and stakeholders to produce videos that are fresh and aligned to brand objectives
- Extensive knowledge and experience with various camera, lighting and sound equipment for production, directing models and production crews, as well as editing, motion graphics, color correction, skin retouching, sound editing, and animation
- Expert knowledge of editing software including: Adobe Premiere, Final Cut Pro, Adobe After Effects, DaVinci Resolve

EDUCATION

M.A., Cinema Studies, Tisch School of Art, New York University, 2015

M.F.A., Film Directing Program, California Institute of the Arts, 2011

B.F.A., Film/Video, California Institute of the Arts, 2007

B.A., Cinema & Theatre, Kookmin University, Seoul, Korea, 2004

EXPERIENCE

Senior Art Director, Videographer / Creative

- Translate business objectives into creative content strategies that drives consumer engagement and sales across multiple platforms
- Lead creative development and on-set art direction for seasonal and lifestyle video project from content planning to execution, including proposing talent and crew for all divisions
- Oversee video production, inclusive of guideline development, communicating creative feedback to Producers, Stylist and external vendors for seasonal video shoots
- Conceptualize and present creative content ideas to senior leadership and cross-functional stakeholders through moodboards and storyboards
- Serve as daily support in navigating and synthesizing creative feedback, adhering to timelines, balancing priorities and refining marketing strategies
- Evaluate creative video team performance and guide improvements
- Mentor and inspire senior videographers promoting a healthy, positive and collaborative atmosphere
- Oversee freelance recruitment in close collaboration with the Creative Team, monitoring freelance hours
- Research and share video trends and competitive execution
- Recommend and continually update procedures to improve operational efficiency

KISS Products, 2018–2023

Art Director, Videographer / Creative

- Creative preparation, art direction and management of video shoots, from project kickoff to completion, working with Marketing and cross-functional teams to develop engaging creative concepts that deliver on business needs
- Developed visual workflows, storyboards and concepts to create engaging content
- Experienced in different styles of videos: how-to video, web banner video, ecommerce conversion video, behind-the-scenes video, launch product video, international marketing video, endcap video, Target.com video
- Experienced in various formats for different social media platforms – YouTube, IG feed, IG Stories, TikTok, Facebook
- Set video production schedules, oversaw a team of video editors and outside vendors
- Managed all video equipment and studio facilities
- Trained video team:
 - Provide marketing strategies and brand identity to maintain consistency of the brand
 - Developed stronger skills of team members and assigned projects based on strengths
 - Identified weaknesses in skills and provided guidance on how to improve them

KISS Products, 2015–2017

Assistant Manager, Digital Media Designer / Global Marketing – IMT

- Led and managed agency production team and freelancers, providing hands-on feedback to deliver content within specified timelines
- Conceptualized and prepared for video/photo projects/shoots
- Set up lighting for shoots; shot and produced how-to videos, promotional videos, pre-roll ads
- Edited and composited video with Adobe Premiere and AfterEffects
- Maintained and managed multi-media video projects and assets
- Pre-production and storyboard for motion graphics and animations for PR videos and video pre-roll Ads
- Created full videos including design and animation (motion graphics) including custom transitions
- Participated in design and production of multimedia campaigns (handling budgeting and scheduling, assisting with production coordination, background design and progress tracking)
- Photography for products and social media

KBS America, 2012–2013

News Camera Reporter & Editor, Programming & Production Department

- Shot, edited and color-corrected newsreel footage
- Created lower thirds and motion graphics in AfterEffects for advertising

4.29 Memorial Foundation, 2012	<p>Editor & Cameraman:</p> <ul style="list-style-type: none"> • Feature documentary film, <i>Clash of Colors: The LA Riot 1992</i> • Documentary short, <i>Koreatown, 20 Years Later</i> • Set up & shot interviews for documentaries, assembled & edited video and audio
Aries Media Group, 2012	<p>Production Coordinator: TV commercial, “<i>Hanmi Bank</i>”</p> <ul style="list-style-type: none"> • Created and maintained schedule for auditions • Arranged reservations and other administrative tasks
Wedding Studio Luxe, 2012	<p>Videographer & Editor</p> <ul style="list-style-type: none"> • Set up video & audio equipment • Assembled and edited footage in post-production
Road To Nowhere, 2009	<p>Assistant Editor, a feature narrative film directed by Monte Hellman</p>
California Institute of the Arts 2008–2011	<p>BIJOU Theater, Projectionist</p> <ul style="list-style-type: none"> • Projection with 16mm, 8mm, 35mm films, all digital video formats including HD, DVD, blu-ray
Vlaze Media Networks, Inc. 2007–2008	<p>Editor & Camera Operator</p> <ul style="list-style-type: none"> • Edited and produced music sizzle reels, processing and optimizing them for online streaming
Teaching Assistantships	<p>UCLA extension course, <i>Creating a Short Film</i>, a workshop, 2007 Cinema department, Kookmin University, 2001</p>
Internships	<p>Vienna Production, Inc. – Editing & Camera, 2007 Korean Film Council, USA, 2006–07 Angel DV Productions – Wedding & Event Video, 2005–2007</p>

HONORS & SCHOLARSHIPS

2014	Academic Scholarships, New York University
2010–11	The Hollywood Foreign Press Association Scholarship
2008–11	Academic Scholarships, California Institute of the Arts
2003	Valedictorian, Cinema & Theatre, Department of Performing Arts, Kookmin University
2001–02	Academic Honor, Cinema & Theatre, Department of Performing Arts, Kookmin University
1998–03	Academic Scholarships, Kookmin University

AWARDS

2010–2014	The 10th Mise-en-scene Short Film Festival, Im Kwon-taek Special Jury Award The 7th Asia International Youth Film Festival, The Best Screenplay Award for <i>The Driving Lesson</i>
2011	Bangkok International Film Festival 2011 (BISFF 2011), Bronze Award for <i>Pickled Vegetables</i>
2010	VESAK 2010 – International Buddhist Festival, Sri LankaLight of Asia Award, Documentary Section for <i>Connection</i>