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📍 Hong Kong

# FINN LAI YUEN SHING

VIDEOGRAPHY DIRECTOR /  
SCREENWRITER / EDITOR /  
PHOTOGRAPHER /  
CREATIVE DIRECTOR

## PORTFOLIO

<https://www.finnlai.com/>

## EDUCATION

Hong Kong Baptist University 2012-2016

Bachelor of Arts (Hons.) in English Language and Literature  
with Minor in Creative Writing

*First Class Honor*

## AWARD

Best Microfilm Production Award (Silver) 2021

Best Screenplay

The 8th Microfilm Production Support Scheme (Music) Tier 1

*My Hero Daughter (2021)*

Director, Screenwriter, Director of Photography, Editor

Digital Advertising Design (for Publishing) Award (Merit) 2022

The 4th HK Digital Advertising Start-ups X Publishing  
Promotion Support Scheme

*See Your Limit*

Creative Director, Videographer, Editor, Graphic Designer

## LANGUAGE

Cantonese Chinese

English

Mandarin Chinese

## SKILLS

Screenwriting

Cinematography

Video Editing

VFX

Motion Graphic

Photography

Graphic Design

## WORK EXPERIENCE

ONESHOT CONCEPT LIMITED

2017 - PRESENT

FOUNDER | VIDEOGRAPHY DIRECTOR | CREATIVE DIRECTOR | SCREENWRITER | PHOTOGRAPHER

- Created the content brand “冬OT”, accumulated over 27 millions views and 140,000 followers across our YouTube and Facebook platforms
- Produced over 200 videos as the director, writer, cinematographer and editor, ranging from shorts and microfilms to variety shows and documentaries
- Worked with wide range of brands like Microsoft, KFC and Facebook to provide content marketing solutions, producing advertising contents for both online and offline
- Provided portrait and product photography service to various brands like SK-II
- Worked with schools and NGOs to provide videomaking classes and career talks

FIRSTUNE SOLUTION LIMITED

2016 - 2017

CREATIVE COPYWRITER

- Oversees the content creation for the social media pages of our clients, which include Pearson, Hang Lung Properties and Lan Kwai Fong Group
- Produced copies of social media feeds for our clients on Facebook, Instagram and WeChat, reaching audiences in Hong Kong, China, Taiwan and Thailand
- Handled yearly content plans for our clients
- Provided directions in visual content creation for graphic designers and photographers
- Wrote up analytical marketing reports

## NOTABLE WORKS

*My Hero Daughter (2021)*

Director, Screenwriter, Director of Photography, Editor

- A Microfilm promoting singer Wilson Ng's single “One of a Kind”
- Recipient of the Best Microfilm Production Award (Silver) and the Best Screenplay in the 8th Microfilm Production Support Scheme (Music) Tier 1

*A Day in the Life of Just Someone (2021)*

Producer, Director, Director of Photography, Editor

- A documentary commissioned by Red Ribbon Centre about people living with HIV
- Premiered at the World AIDS Day 2021 Hong Kong kick-off ceremony

*The Players Unknown (2018)*

Director, Screenwriter, Director of Photography, Editor

- A microfilm collaboration with YouTuber Boris1027
- Accumulated over 1.4 millions views on YouTube