

# YAN YAN

**CINEMATOGRAPHER, PRODUCER, SPECIAL EFFECTS MAKEUP ARTIST, PRODUCTION DESIGNER**

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8146990220 | yanyan991121@gmail.com | No visa required, Green card holders

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I am a visual storyteller who works across cinematography, producing, special effects makeup, and production design. These four roles give me a complete creative view of filmmaking—from concept to image, from structure to detail. Whether I'm behind the camera or shaping the world within the frame, my goal is always the same: to serve the story with clarity, emotion, and impact.

My creative inspiration often comes from everyday emotions and visually poetic films like *Amélie* and the works of Wong Kar-wai. I'm drawn to color, texture, and how small gestures can speak volumes. As a cinematographer, I focus on using light and movement to reflect characters' inner lives. As a producer, I stay calm under pressure, balancing logistics with creative needs. With special effects makeup and production design, I love building worlds—sometimes beautiful, sometimes unsettling, but always emotionally grounded.

I believe that collaboration is the key to powerful filmmaking. My background across multiple departments helps me bridge teams and bring a strong, unified vision to every project. No matter the scale, I approach each film with dedication, care, and a deep love for the craft.

## AREA OF EXPERTISE

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Cinematography  
Producing

Set Design  
Visual Design

Business skills  
Livestream Operations

## PROFESSIONAL EXPERIENCE

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### Baitube MCN | Livestream Operations

**Oct 2024 – Present**

- Operated central control and multi-camera setup, including angle planning, lighting coordination, and real-time switching to enhance viewer engagement and product visibility
- Managed full TikTok livestream backend operations: anchor docking, coupon configuration, product linking, real-time data tracking, and technical support
- Designed and staged branded livestream environments, ensuring visual consistency and aligning product display with brand aesthetics to increase viewer retention
- Shot and edited short-form TikTok video content, optimizing each piece for storytelling clarity, pacing, and product conversion
- Coordinated directly with brand clients to finalize livestream content strategy, product priorities, promotional timelines, and pricing structures
- Wrote detailed cue cards for livestream hosts, outlining product highlights, sales hooks, call-to-actions, and time-based engagement points
- Collaborated across marketing, operations, and analytics teams to evaluate campaign KPIs and implement iterative content improvements based on viewer behavior and sales outcomes

### GrandGala LLC | CEO & Strategic Lead

**Aug 2023 – Present**

- Founded and manage a high-end event planning company, delivering full-service solutions for private and corporate events in Beverly Hills
- Oversee client acquisition, concept design, vendor coordination, and onsite execution
- Integrate cinematic aesthetics into venue styling, creating luxury experiences aligned with client brands

**Loyal Production LLC | CFO & Investor & Producer****Nov 2022 – Present**

- Operate a dual business in film production and equipment rental, supporting commercial shoots, short series, and branded content
- Lead pricing strategy, budget control, and logistics for productions involving ARRI, RED, and Sony camera systems
- Collaborate with directors and cinematographers to ensure visual consistency and production quality across all projects

**Beijing Xin Yi Zhou Tech & Trade | E-Commerce Specialist****Jan – Aug 2020**

- Launched e-commerce operations across JD.com and Alibaba, aligning store design and customer workflows with platform policies
- Built full-cycle brand strategy from scratch, including CRM system and user service SOPs
- Redesigned web storefronts and improved product page UX to drive traffic and conversion

**China Central Television (CCTV) | Production Intern****Jul 2021**

- Supported Star's Choice (星推荐) on CCTV Channel 8 by coordinating with celebrity guests and managing pre-shoot logistics
- Served as script supervisor during production and participated in post-production editing
- Subtitled and reformatted episodes for third-party platforms including Air China inflight media

**EDUCATION**

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**Loyola Marymount University, Los Angeles, CA****Sep 2022 - May 2025**

- Master of Fine Arts in Film Production

**Pennsylvania State University, University Park, PA****Sep 2018 - May 2022**

- Bachelor of Arts in Film Production  
Dean's List from Fall 2018 to Spring 2021

**ADDITIONAL INFORMATION**

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- **Languages:** English (fluent), Mandarin (native)
- **E-Commerce Ops:** TikTok Livestream Tools, Coupon Setup, SKU Strategy
- **Skill:** DaVinci, AVID, Adobe Creative Suite (Premiere, Audition, After Effect, Photoshop), Final Cut Pro, Microsoft Office Suite (Excel, PowerPoint, Word), JianYing
- **Production:** Special effects makeup, fashion design, Film set design (Have Accepted into Parsons School of design and Fashion Institute of Technology in 2019)
- **Equipment:** ARRI mini, Arri 35, Red Komodo, Canon EOS C300, SONY a7m3, Canon G7X mark2
- **Arts:** Bassoon (professional), Vocal Music (professional)

## PRODUCTIONS

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Producer, Production design, unnamed (commercial)	November 2024
Cinematographer, I want grandkids (short film)	November 2024
Cinematographer, Production Designer, Cheongsam (documentary)	November 2024
Producer, Production design, unnamed (commercial)	September 2024
Producer, Costume Design, Makeup, Production design, unnamed (commercial)	July 2024
Producer, unnamed (commercial)	May 2024
Producer, Costume Design, Makeup, Production design, unnamed (commercial)	February 2024
Art Design, Costume Design, Makeup Sora Riccio (Short)	February 2024
Art Design, Costume Design, Makeup Love Gods Never Let (Short)	February 2024
Costume, Art Design, Cut All Trees (short film)	December 2023
Production Assistant, CCTV Magnetic Road (Documentary)	December 2023
Script supervisor, BIRDS EYE VIEW (short film)	November 2023
Art Direction, Artwork, Makeup, Reason to Lie (short film)	November 2023
Director, Art Director, Make-up, MONSTER (Short)	October 2023
Cinematographer, Art Designer, President Ningbo Ruo, Season 1 (Interview)	September 2023
Producer, special effects make-up, Victory Day (short film)	July 2023
Co-Producer, Chaohuo Launch (Variety)	April 2023
Makeup, She (short film)	March 2023
Producer, Art Director, Coffee (advert)	March 2023
Producer, Photographer, Beijing xinyizhou (promo)	March 2023
Cinematographer, Beijing xinyizhou (promo)	March 2023
Producer, Art Design Nike (commercial)	March 2023
Art Design, Costume Design, Makeup Braised Pork (Short)	February 2023
Production Assistant, Script supervisor, Seaside Reminiscence (short film)	December 2022
Production Assistant, Script supervisor, FLATULENCE: THE ORIGIN. (short film)	December 2022
Special Effects Makeup, Furious (short film)	December 2022
Behind the scenes, The ROBOT (Short)	November 2022
Art Design, Costume Design, Faye & Lexi (Short film)	October 2022
Art Assistant, Mirrorrim (short film)	October 2022
Set Design, Makeup, Behind the scenes, Dream (experimental film)	September 2022
Art Design, Costume Design, JUNE (Short Film)	September 2022
Set Design, Makeup, Behind the scenes, Dream (experimental film)	September 2022
Director, Screenwriter, Cinematographer, and Editor, Parent (experimental short)	October 2021
Director, Screenwriter, Editor, and Producer of A Shift in Perspective (short film)	August 2021
A girl driven into excessive plastic surgery becomes identical to other people.	
Sound Mixer, Sound Editor, Boom Operator, and Editor, WHERE (short film)	April 2021
Director, Screenwriter, Cinematographer, and Editor, De le te 1 (short film)	April 2021
A man deletes his girlfriend from his contacts and finds her eliminated from the world.	
Director, Cinematographer, and Editor, Who (experimental short)	March 2021
Director, Screenwriter, Cinematographer, and Editor, Locker (short film)	November 2020
Director, Cinematographer, and Editor, The Life of a Green Onion (stop motion)	February 2020
Director, Screenwriter, Cinematographer, and Editor, New Year (documentary)	November 2019
Director, Screenwriter, Cinematographer, and Editor, Broken (experimental short)	July 2019
Director, Screenwriter, Cinematographer, and Editor, Emotion (experimental short)	October 2018