



Yicheng Xie/Loyal

DIRECTOR/ CINEMATOGRAPHER/PRODUCER

Bilingual Film Production Manager & Creative Producer with 6+ years of experience across film, television, branded content, and commercial productions. Skilled in end-to-end production management, from budgeting and scheduling to on-set supervision and post-production delivery. Extensive experience managing cross-functional teams, coordinating with directors, clients, and vendors, and ensuring seamless project execution across both domestic and international shoots. Adept at balancing creative vision with production logistics, maintaining on-time, on-budget delivery without compromising artistic quality. Fluent in English and Mandarin Chinese, with a strong network across US and Asian markets. Personally skilled in pre-production, production, and post.

Contact

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Education

2018 - 2022

BACHELOR

Emerson College

2022 - 2025

GRADUATE

Loyola Marymount

Core Competencies

Production Management & Scheduling
Cross-department Coordination & Communication
Budgeting & Cost Control
Vendor & Crew Management
Equipment & Logistics Oversight
Creative Development & Visual Storytelling
Talent & Agency Coordination
On-set Production Supervision
Risk Management & Problem-solving
Directing
Cinematography
Coloring
Editing
Client & Stakeholder Relations

Technical Skills

Director: Specialize in pacing, story, emotion, suspense

Cinematography: Specialize in camera movement, creative long shots, transitions.

Production Tools: Movie Magic Scheduling, Google Sheets, Excel, Airtable, Asana, Monday.com

Editing & Visual Tools: Avid, DaVinci Resolve, Photoshop, Final Cut Pro, Canva

Equipment: Arri, RED, Sony, Canon Cinema Cameras; Professional Lighting & Grip Packages

File Management & Collaboration: Google Drive, Dropbox, Frame.io

Languages: Fluent in English & Mandarin Chinese

Professional Experience

Independent Production Company | Los Angeles, CA

CEO / Production Manager / Creative Producer | 2022 - Present

- Managed **end-to-end production workflows** for film, commercial, and branded content projects, overseeing pre-production, production, and post.
- Built and managed **cross-functional teams**, including directors, DPs, art departments, editors, and VFX teams, ensuring seamless communication and project alignment.
- Developed and maintained **production schedules, call sheets, and budget tracking**, ensuring all milestones were met on time and within scope.
- Oversaw **equipment rentals, inventory management, and technical logistics**, ensuring all gear (lighting, grip, camera) was properly maintained and accounted for.
- Negotiated contracts and managed relationships with **vendors, rental houses, and locations**, securing optimal pricing and terms for each project.
- Managed **client communications and expectations**, ensuring creative vision was preserved while production realities were transparently communicated.
- Collaborated with international teams on **cross-border co-productions**, facilitating **cultural adaptation, language support, and remote workflow integration**.

Freelance Director & Cinematographer | Los Angeles, CA

Director / DP / Producer | 2019 - Present

- Directed and shot narrative films, commercials, and fashion films for **domestic and international** clients, overseeing both creative development and technical execution.
- Developed creative concepts in collaboration with **agencies, brands, and independent clients**, ensuring storytelling aligned with client goals and target audience preferences.
- Managed **on-set logistics**, coordinating with department heads to maintain smooth workflows while troubleshooting technical or scheduling issues in real time.
- Oversaw **casting, talent management, and creative approvals**, maintaining clear client communication throughout the production process.
- Delivered content optimized for **multi-platform distribution**, including streaming, broadcast, and social channels.

Loyola Marymount University (LMU) - School of Film & Television

Graduate-Level Teaching Assistant (Advanced & Master Cinematography) | 2023 - 2025

- Assisted faculty in teaching LMU's **top-tier cinematography courses**, providing technical demonstrations and creative critique on graduate student projects.
- Supported **curriculum development**, ensuring exercises connected **technical cinematography skills** with narrative storytelling goals.
- Mentored students through **pre-production planning, on-set execution, and post-production review, offering feedback on lighting design, camera movement, and visual composition**.

Select Clients & Collaborations

- First Lady Jill Biden
- Actress Kerry Washington (Fantastic Four, Django Unchained, etc.)
- Hollywood screenwriter Cord Jefferson (The Good Place, Watchmen, American Novel)
- U.S. Surgeon General Vivek Murthy
- Renowned singer Keshia
- Nobel Peace Prize laureate Maria Ressa
- Wee/Ricepo
- UGreen
- Ullike
- Haier
- Deebot