

# TRACEY N.

**VIDEOGRAPHER**

[Traceyngai.com](http://Traceyngai.com)

**CREATIVE PRODUCER**

Eligible holder of Open Work Permit  
Available immediately

Tracey is a highly adaptive and creative professional with a solid technical foundation in video production. With a deep passion for visual storytelling and a keen eye for aesthetics, Tracey excels in creating compelling moving images that resonate with brand context and contemporary trends. Tracey is a good team player who always integrates collaborative strategic vision to creative production, while being an individual thriving in dynamic and fast-paced settings, consistently delivering exceptional levels of creativity and originality.

## EDUCATION

### CITY UNIVERSITY OF HONG KONG

SCHOOL OF CREATIVE MEDIA, BACHELOR OF ARTS | 2017-2021

### UNIVERSITY OF LAPLAND, FINLAND

AUDIOVISUAL MEDIA CULTURE | 2020 SPRING

### UNIVERSITY OF TORONTO, CANADA

ENGLISH LEARNING PROGRAM (ENGLISH PLUS) | 2018

## EXPERIENCE

### SENIOR MULTIMEDIA PRODUCER

*K11 Concepts | Jul 2023 - Oct 2023*

/Led and managed end-to-end video production for channels from K11 Concepts (HK) with a combined 200K+ following: [@K11Museum](#); [@K11Artmall](#); [@victoriadockside](#); [@cement.werkstatt](#)

/Set mood and tones, served as creative direction for brand and external production such as [Cartier&Women](#), [K11 GALA](#), [HKGTA Town Club](#), etc.

/Spearheaded planning, administration, and budgeting of video content.

### MULTIMEDIA PRODUCER

*K11 Concepts | Sep 2021 - Jul 2023*

/Curated, managed and produced online and offline video content.

/Sourced, arranged, and direct in-house and external vendors for end-to-end video production.

/Liaised with external parties while balancing brand aesthetics to deliver desirable product.

/Effectively managed multiple projects with timely delivery, aligning with the fast-paced demands of the brand

### PART TIME MEDIA PRODUCTION INSTRUCTOR

*INSPIRE Education | Jun - Dec 2021*

/Delivered Microfilm Production and photography courses to 90+ middle to high school students, integrating hands-on workshops.

/Provided expert guidance, fostering technical proficiency and maintaining high-quality output.

### ASSISTANT DIRECTOR

*Radio Television HK commission TV series (2020) | 2019 - 2020*

/Series "Minor Than Nothing" Ep5: [Nooning](#).

/Conducted extensive research on [Art Direction](#).

/Assisted director in fostering collaboration and smooth workflow among team.



## EXPERTISE

CONTENT PLANNING

RESEARCH

DIRECTING

VISUAL STORYTELLING

VIDEO PRODUCTION

VIDEO EDITING

ADOBE CREATIVE SUITE: PR, AI, AE, PS, LR

DAVINCI RESOLVES

MOODBOARDING

BUDGET PLANNING

PHOTOGRAPHY

MULTITASKING

BRAND AWARENESS

## LANGUAGES

- Fluent in ENGLISH
- Fluent in MANDARIN
- Native in CANTONESE

## AWARDS

2020 JULIAN LEE ASIA ONE PHOTOGRAPHIC AWARDS, HONG KONG

2021 4TH GROUND UP STUDENT FILM FESTIVAL, LOCAL COMPETITION  
OUTSTANDING ARTISTIC CONTRIBUTION (EXPERIMENTAL), HONG KONG

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📷 [@NOISYWORLD02](#)    🌐 [TRACEY N.](#)

Toronto, ON / Remote / Hybrid

## **ACHIEVEMENT**

### 2023

- Assisted in directing and producing the "*Choir Recording Session - Behind The Scene*" series for renowned Hong Kong singer KEUNG TO, generating **over 1 million views and 58,000 likes** on his social channels.
- Led, managed, and served as creative producer for the *Cartier & Women* exhibition video production, resulting in a **cumulative viewership of 780,000+ and 25,000+ likes** on Cartier's official social channels.
- Shortlisted in the 16th International Animated Film Festival Animator 2023.

### 2022

- Led, managed, and produced the video production for *K11 GALA 2022's "The Love of Couture: Artisanry in Fashion Beyond Time,"* achieving a **cumulative viewership of 900,000+ and 7,000+ likes** on K11MUSEA channels.
- Curated and produced video content for *METAVISION*, Hong Kong's first curation of 200+ World's Biggest Names in NFT (**Awarded Gold Prize in the Best Exhibition category at the Marketing Events Awards 2023**), **accumulating over 100,000+ views and 18,000+ likes** on social channels.
- Screened at *The 14th Kuan Du Film Festival*, Taipei National University of the Arts, Taiwan.
- Selected for the Golden Harvest Film Festival 2022, Tokyo, Japan.
- Selected as part of The *27th ifva festival, Jury Recommendation*, Hong Kong.

### 2021

- Led and produced the video production for *K11 GALA 2021's "Savoir Faire: The Mastery of Craft in Fashion"* exhibition, accumulating **over 200,000+ views and 4,500+ likes** on K11MUSEA social channel.
- Directed campaign videos for "*NIKE at 50: A Genealogy of Progress*" exhibited at K11 MUSEA, with **over 45,000+ views** on social channels.
- Shortlisted in the Anima Caribe International Animation & Digital Media Festival, Caribbean.
- Shortlisted in the Gyeonggi Film School Festival 2021, South Korea.
- Shortlisted in the *Kaohsiung Film Festival International Short Film Competition*, Taiwan.
- **Outstanding Artistic Contribution (Experimental)** at *The 4th Ground Up Student Film Festival 2021*, Hong Kong.
- Screened at the *School of Creative Media Annual Show 2021*, Hong Kong.
- Collective screening in "*D-Normal/V-Essay Expanding... Fresh Videos, In-depth Transformation*" at Floating Projects, Hong Kong.
- Published "*NGAI Tsz-kwan / A Trip to 'There' - an Indefinite Journey that Fuels Itself.*"
- Selected for the 29th Croatian One-Minute Film Festival, Croatia.
- Selected for *Relentless Melt No. 21: Visual Music Hong Kong*, Hong Kong.
- Selected for the Animex Awards Programme, United Kingdom.

### 2020

- Exhibited in *FRACTAL - a joint exhibition of Julian Lee Asia One Photographic Awards*, Hong Kong.
- Selected for *D-Normal/V-Essay video-zine OCULAR ORACULAR* at Floating Projects, Hong Kong.
- Exhibited in the *3rd Guangdong-Hong Kong-Macao Great Bay Area School Art and Design Exhibition*, China.