

JAYDEN (CHENGJIE) WU

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Summary

Experienced in translating creative visions into compelling visuals, I have led teams at L.DOPE Taiwan and Gryphon44 Media, driving engagement through innovative content creation and streamlined workflows. My skills as a director, director of photography (DP), and editing, paired with a talent for fostering collaboration, consistently result in high-quality content that exceeds expectations. With a unique blend of technical expertise and creative vision, I bring projects to life, enhancing brand visibility and impact.

Experience

Director of Photography | L.DOPE Taiwan - Taipei | 04/2024 - 10/2024

- Led the camera department for social media content creation, handling events, street interviews, editing, color grading, and adding multilingual captions and motion graphics.
- Collaborated with the team to ensure high-quality visuals and engaging content for an online audience.
- Implemented efficient workflow processes to meet tight deadlines, and deliver captivating videos.

Director | Zeus Network - Taipei | 08/2024 - 09/2024

- Directed the Asia Blockchain Summit event recording for Zeus, Solana, Apolo, Monk, etc., overseeing production, image capture, and motion graphics.
- Managed documentary creation for speaker speeches, ensuring high-quality content delivery, and engaging visuals.

Director of Photography | Airbnb - Los Angeles, CA | 03/2024 - 04/2024

- Directed the documentary for the construction of the iconic "UP" house for Airbnb's marketing campaign in Los Angeles.
- Utilized drones, 360 camera, DSLR for timelapse, and cinema camera on gimbal to capture the building process.
- Conducted interviews with project leaders, showcasing the innovative project in a visually engaging manner.

Director | Gryphon44 Media - Taipei | 06/2021 - 11/2024

- Led a team in brainstorming ideas, producing, directing, and editing music videos for clients at Gryphon Optics in Taiwan.
- Managed cinematography, camera operation, lighting, grip, and color-grading to deliver high-quality videos for various platforms.
- Achieved successful video production that matched client expectations and increased brand visibility.

Teaching Assistant | ArtCenter College of Design - Los Angeles, CA | 02/2023 - 05/2023

- Assisted students in Basics of Photo class, teaching black-and-white film and digital photography techniques.
 - Provided guidance on SLR and DSLR camera usage, dark room printing, and digital picture critique.
 - Supported students in developing technical skills and artistic vision in photography.

Cinematographer + Post Production | ArtCenter College of Design - Los Angeles, CA | 01/2023 - 05/2023

- Shot interviews and event showcases as a cinematographer for the Art Show Club's documentary "Tomorrow."
 - Conducted post-production tasks including color grading, motion graphics, audio syncing, and mixing.
- Successfully reduced echo and background noise in audio, enhancing overall quality of the documentary.

BTS Director + B-CAM | LINE TV - Taipei | 05/2021 - 06/2021

- Directed behind-the-scenes operations for Line TV Reality Show "Friends in a Food Truck 2" in Taiwan.
 - Captured natural interactions between talents and guests with no scripted content.
 - Ensured fast on-site reactions to spontaneous moments for authentic viewer experience.

Assistant of Camera | Mercedes-Benz Taiwan - Taipei | 02/2021 - 03/2021

- Managed the Happy Lunar New Year promotion photoshoot at Mercedes-Benz Taiwan, Ltd. in Taipei, Taiwan.
 - Utilized two tungsten lights with a generator as the key light and two tube lights for stripe lighting effect.
- Successfully captured the essence of the promotion, showcasing the brand's celebration of the Lunar New Year.

Director of Photography | GoGoro - Taipei | 07/2020 - 09/2020

- Directed and operated drone footage for GOGORO's environmental protection documentary, capturing beach cleanups and interviews with a keen eye for aesthetics and adaptability.
- Documented the Taipei Bridge launch event as the Director of Photography for Gogoro, showcasing the company's innovative projects and events.

Skills

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|--------------------------------|--------------------------------------|
| • Directing | • Producing |
| • DP (Director of Photography) | • 1st & 2nd AC (Assistant of Camera) |
| • Lighting | • Gaffer |
| • Camera Operating | • Casting |
| • Storyboards | • Best Boy |
| • Editing | • Drone Piloting |
| • Color Grading | • Sound Mixing |

Education and Training

ArtCenter College of Design | Pasadena, CA | 12/2024

BFA: Film

Website

- <https://jdonwu.com/>