

KUANG LEE

Creative Director | Head of Video | Executive Creative Producer

San Francisco Bay Area · satellitefilms.us · (310) 923-5839 · kuanglee3@gmail.com



CORE STRENGTHS

- Creative Direction & Narrative Strategy
- Storytelling Systems & Content Ecosystems
- Video Strategy (Brand, Product, Enterprise)
- AI-Enhanced Creative Workflows
- Cross-Functional Leadership
- Team Building & Organizational Design
- Scalable Production Models & Content Engines
- Vendor & Production Strategy

SELECTED IMPACT

- Storytelling systems across 15+ countries
- Engagement increases up to 30%
- Production timelines reduced by 25%
- Award-winning work (Telly, ADDY)

TOOLS

- Runway, MidJourney, Luma, Veo3
- Adobe Premiere, After Effects
- Adobe Creative Cloud Design

AWARDS

- Silver Telly Award (2023)
- Silver Telly Award (2022)
- Bronze Addy Award (2022)
- Best Feature Film — Hollywood Film Festival

EDUCATION

MFA Film Production
Loyola Marymount University

BA Film — UCLA

CLIENTS

- Thermo Fisher Scientific
- PerkinElmer
- Azenta Life Sciences
- Stanford University
- Twilio
- HP
- UC Berkeley
- Intel

SUMMARY

Creative Director and Head of Video shaping how organizations use storytelling to drive clarity, engagement, and decision-making. Now bringing 15+ years of independent creative leadership in-house.

I've built and led video and content systems across technology, life sciences, entertainment, and media — translating complex product and brand narratives into cinematic, high-performing content across brand, social, and product ecosystems.

My work sits at the intersection of creative vision, storytelling systems, and emerging AI-driven workflows. I focus on building systems that enable organizations to move beyond one-off campaigns into sustained, scalable storytelling.

Philosophy: The future of storytelling is system-driven, not campaign-driven — where narrative, format, and distribution are designed together from the start to scale impact.

EXPERIENCE

Head of Video / Creative Director

Satellite Films

- Embedded within product, marketing, and brand teams as a strategic video and storytelling lead, partnering cross-functionally for clarity and impact
- Architect storytelling systems translating complex technical and scientific ideas into clear, compelling narratives; develop end-to-end video strategies spanning brand, product, and customer storytelling
- Design scalable content models (single shoot → multi-format outputs)
- Serve as creative partner to executive leadership on messaging and narrative frameworks
- Lead global productions across 15+ countries; integrate AI-assisted workflows (Runway, MidJourney, Luma, Veo3)

Selected clients: Thermo Fisher Scientific, PerkinElmer, Azenta, Stanford University

Film Director

Twilio

- Directed brand and event storytelling aligned with product narratives and executive messaging
- Collaborated across Brand, Product, and Marketing teams

Lead Video Producer

HP

- Partnered cross-functionally with product, marketing, and executive stakeholders to align video strategy with business objectives
- Led product and brand storytelling across digital channels
- Delivered multi-channel content supporting brand and performance

Video Producer

UC Berkeley

- Produced innovation storytelling content
- Increased engagement by 40%

Creative Producer

Intel

- Led large-scale brand and product storytelling initiatives
- Managed agency and cross-functional teams

Producer / Editor

NBC, The CW

- Built foundation in broadcast storytelling and high-volume production, based in Los Angeles studios

SELECTED CASE STUDIES

Product storytelling (life sciences)

Translated complex workflows into clear narratives (+30% engagement)

Content system redesign

Single shoot → multi-format outputs, reducing spend and increasing output

Executive storytelling (SaaS)

Aligned C-suite messaging with product narratives for global events