

SIMON LI

VIDEO PRODUCTION SPECIALIST

VIDEOGRAPHER · EDITOR · MOTION DESIGNER

ALEXANDRIA, VA / (415) 881-0578 / SL.VISUAL.PRODUCTION@GMAIL.COM /

PORTFOLIO: [VIMEO.COM/SHOWCASE/12319753](https://vimeo.com/showcase/12319753)

◆ PROFESSIONAL SUMMARY

Video Production Specialist with **8+ years** across broadcast television, live events, and multimedia production. Full-pipeline experience from filming and lighting through non-linear editing, motion graphics, and final delivery. Skilled in operating and troubleshooting professional A/V systems, leading studio and field shoots, and applying emerging AI-assisted and automation workflows to accelerate production for high-profile and mission-driven clients.

◆ PROFESSIONAL EXPERIENCE

Video Production Specialist

2023 – PRESENT

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- › Produce educational and promotional video content from concept through final delivery, supporting client and mission requirements.
- › Record and support live events, managing both audio and video capture on-site.
- › Lead studio shoots with high-profile subjects, handling lighting, staging, framing, and camera operation.
- › Design original motion graphics and animations for multimedia deliverables across platforms.

Lead A/V Technician

2022 – 2023

Encore Global

- › Configured and operated professional A/V systems — audio, video, switchers, and projection — for live presentations and events.
- › Set up, transported, and tore down production equipment across on-site and venue environments.
- › Maintained, tracked, and serviced production equipment and inventory.
- › Coordinated directly with clients to confirm requirements and ensure deliverables met established standards.

Videographer / Video Editor / Motion Graphics

2016 – 2022

Lincoln Broadcasting Company (KTSF-26)

- › Filmed and edited broadcast shows, commercials, and news segments for daily on-air programming.
- › Served as technical director for live studio programs, operating switchers and broadcast production systems.
- › Created motion graphics and animations for on-air and promotional use.
- › Supported end-to-end news production workflows in a fast-paced broadcast environment.

◆ SKILLS & TOOLS

ADOBE CREATIVE CLOUD

Premiere Pro, After Effects, Photoshop, Illustrator, InDesign, Audition

EDITING & POST

Non-linear editing, DaVinci Resolve, color grading, motion graphics & animation, GIMP

PRODUCTION & A/V

Camera operation, studio & field lighting, chroma key, staging, switchers, live event A/V, broadcast / streaming / VOD, script development, storyboarding

AI & EMERGING TECH

AI-assisted content & editing workflows, generative AI tooling, ML model fine-tuning, workflow automation, 3D modeling (Blender) & 3D printing

SYSTEMS & STANDARDS

MAC / PC & networked media environments, A/V troubleshooting, Section 508 accessibility (captioning), Microsoft Office

LANGUAGES

English, Cantonese, Mandarin

◆ EDUCATION

University of California, Santa Cruz

B.A., Modern Literary Studies