

# Veda Lee 李悅

email: [sakuraopalart@gmail.com](mailto:sakuraopalart@gmail.com) portfolio: [www.sakuraopal.com](http://www.sakuraopal.com)

## ✉ Production Experience

### ❖ Youtube Page ([@sakuraopal](#)) - 2020 to present

- Produces, writes, and films content for a self-run channel with 150k subscribers, with content primarily geared towards teens to tweens.
- Creates graphics using Procreate, Adobe Photoshop and After Effects.
- Actively communicating with brands, sponsors for collaboration opportunities, such as SkillShare, ClipStudioPaint, HUION Tablet and more.

### ❖ Founder of Sakuartshop ([Link](#)) - 2021 to Present

- Manages shop data with Google Spreadsheets and Microsoft Excel.
- Provides customer service online and offline, communicates effectively to many personalities across different ages.
- Actively troubleshooting and problem solving customer needs.
- Organises and manages a small team during boothing events.
- Research of manufacturing shops and materials when designing products.

### ❖ Freelance Editor/Animator for Rowena Tsai - July 2024 to Present

- Closely works with Youtuber Rowena Tsai, a channel with 750k+ subscribers.
- Frequently incorporating feedback to animations and edits.
- Efficient in the editing software, Final Cut Pro X.

### ❖ Artist in Residence at Chinese International School - August 2024

- Hosted animation workshops, portfolio advice talks, etc; nurturing the creativity in students across various high school year levels.

### ❖ Free-D Workshop 2D Compositing Intern - Summer 2024

- Strong understanding of the feature movie pipeline process.
- Experience with Autodesk Flow Production Tracking (ShotGrid).

### ❖ Hong Kong Arts Collective Intern - Summer 2024

- Assisted exhibiting and selling artworks in Affordable Art Fair 2024. Provided customer service in English, Cantonese and Mandarin.

### ❖ Reimagine Well: Creative Development Team - Spring 2024

- Project aimed to ease the patient journey using imagination in collaboration with Roger Holzberg and Shannon Scrofano. ([Link](#))
- Research on patients with PTSD, created personas and presentations.
- Created animatics, sketches and development work.

## 👤 Profile

Veda is an enthusiastic filmmaker/illustrator interested in production and visual development. Her passion lies in telling stories that make others smile.

## 📁 Skills and Programs



Procreate, Photoshop, After Effects, Final Cut Pro, TVPaint, ToonBoom Harmony, Storyboard Pro, Blender, Autodesk Flow Production Tracking, FileMaker Pro, Google Suite and Microsoft Suite.

## 🎬 Animated Projects

### 'RUSH HOUR (2023)' ([link](#))

- Director, producer, animator and composer.
- Developed idea, animatic for the film.
- Created a shotlist of the film, including details such as frame length, difficulty, estimated time needed, etc.
- Organised time effectively to animate a 90 second animated solo project.

- ☆ Dramatic Short - BRONZE winner: Los Angeles Animation Festival
- ☆ Nominee: Montreal International Animation Film Festival - ANIMAZE
- ☆ Honorable Mention: Asia Film Art International Film Festival

### 'TO THE CLASS OF US (2024)' ([link](#))

- Director, producer, animator and composer.
- Communicated effectively to voice actors, organised table reads to recording sessions.
- Managed a small team of animators to help with colour assist.
- Organised time effectively to animate a 2 min 30 second animated solo project.

- ☆ Best Animated Short Nominee - Philadelphia Asian American Film Festival
- ☆ Semi Finalist - Flicker's Rhode Island International Film Festival

- ❖ **Calarts Extended Studies Social Media Assistant** - Nov 2023
  - Created, filmed and edited promotional content for Calarts Extended Studies' various animation programs.

- ❖ **International Baccalaureate Visual Arts Curriculum Developer** - Oct to Dec 2022

- Effectively communicated with the curriculum development team to develop materials for the new IB Visual Arts Diploma Guide.

- ❖ **Arts Director: Student Arts Executive** - 2018-2021
  - Served as a member of the arts team, creating visuals and posters.
  - Promoted to Arts Director; Managed a team of 6 of artists.
  - In charge of organising visual promotional material for events.

## ✉ Illustration/Animation Experience

- ❖ **Comicker Press: Freelance Picture Book Illustrator** - Present
  - Illustrating an upcoming picture book project on Chinese Mythology.

- ❖ **ViuTV Makerville: Freelance Illustrator** - Present
  - Illustrating promotional and cover artwork for the Hong Kong female artist, dancer and rapper WinWin.

- ❖ **HKUMed ETHOS: Freelance Animator** - 2024
  - Directed an intro animation for HKUMed organisation 'ETHOS'.

- ❖ **Mural Artist: HKWALLS x HKOW** - 2024
  - Commissioned Mural by HKWALLS x HKOW (AIA Hong Kong Observation Wheel), currently displayed in one of the most popular tourist spots in Central Hong Kong.

- ❖ **LOL.HK Photobooth: Freelance Illustrator** - 2024
  - Designed photo booth frames for 'Laugh Out Loud (lol.hkofficial)'.

- ❖ **APLF 2024: Freelance Illustrator** - 2024
  - Created illustrations for 'Asia Pacific Leather Fair Hong Kong 2024' charity products, with proceeds donated to Children's Cancer Foundation.

- ❖ **Earnshaw Books: Freelance Illustrator** - 2023
  - Illustrated bookmarks for the book 'Stuck in Her Head' by Kylie Wang and Liana Tang.

- ❖ **TVB Hong Kong: Freelance Illustrator/Animator** - 2021
  - Helped design the logo, props and animated effects for the Hong Kong TVB show, 'Forever Young at Heart 青春本我'

## 🗣 Languages

- English (Native Proficiency)
- Cantonese Chinese (Native Proficiency)
- Mandarin Chinese (Native Proficiency)
- Japanese (Limited Working Proficiency)

## ★ Member

- Associate member of *The Hong Kong Society of Illustrators*.
- Artist of *Hong Kong Arts Collective (HKARTS)*.
- Member of *Women in Animation*.
- Member of *Asians in Animation*.

## ✿ Education

- California Institute of the Arts (CalArts), Character Animation BFA (2022-2026)

## ◆ Awards and Achievements

- Youtube Silver Creator Award: Awarded to creators who have 100,000 subscribers.
- CIS Lily Wong Art Award: Awarded to one student per year with exceptional art skills.

## 📞 Contact

Instagram: [@sakuraopal](https://www.instagram.com/sakuraopal)

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*Thank you for reading! :-)*