

CHRISTINA LAN

Creative editor and detailed assistant editor with extensive experience in media, fashion, and film. Experiments with emotive visual and sonic storytelling. Advanced techniques, discerning eye, and collaborative intuition.

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www.xlaenz.com/

SKILLS

Design tools such as Photoshop, Illustrator & Figma

Editing & animation in After Effects, Premiere, & DaVinci

Programming in html, css, Git, Javascript, p5, & C#

3D modeling & animation in Blender and Unity

Project management through Google suite, Squarespace, Wordpress, concise copy

VOLUNTEER

SPRING/BREAK Art Show

Yellow Jackets Collective

Emergency Release Fund

NYC Parks

EDUCATION

New York University

IMA/ITP Low Res (MFA 2021)

Duke University

Economics B.S. cum laude

PROFESSIONAL EXPERIENCE

Freelance Editor

MacMillan Publishing

- Shot and edited video and photo content for multiple publications, translating creative briefs and rounds of feedback to clear, exceptional, and engaging deliverables
- Shot a beauty mask video release in under 2 hours and exceeded performance metrics with gorgeous set design, eye-catching motion graphics, and effective transitions
- Executed two high-performing remote projects, one involving over 50 marketing shots with tasteful lighting and design, and the other including three guidebooks, delivering six concise and playful videos of varying lengths and formats
- Created animations and motion graphics, sourced royalty-free music, and developed a strong, consistent appearance

Wild Mint Cosmetics

- From marketing directives, transformed UGC content into ads that generated over 1 million views for the growing brand
- Generated copy and graphics involving crowd-sourced reviews and bold visual sequences that drew in loyal and new customers to endorse several products

ADE Dance Company

- Given complex aspirations, produced expert special effects
- Keyed green screen footage, rotoscoped numerous frames over challenging backgrounds, and animated custom graphics within the final video

"First Love" Music Video

- Worked closely with the director and cinematographer to edit and color a stunning mixed-motion music video

Video Producer, Writer | BuzzFeed

- Broke key formats that led to the explosive growth of BuzzFeed's beauty and culture channel *As/Is*, achieving viral videos with over 175K Facebook shares and 2 million Youtube views, covering in-studio and off-site stories
- Wrote all copy for videos — previously wrote articles on beauty trends, product reviews, short stories, and curated humorous gift guides that were hugely profitable

Assistant Editor | Vice

- Prepped, pulled selects, finalized edits, and cut social edits for clients like North Face, Sapporo, and Nike