

JOYCE YUEYI XING

PROFILE

A bilingual (CHN/ENG) creative producer
Film schooled for storytelling and production
Home schooled for business management

CONTACT

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EDUCATION

Columbia University, School of the Arts

Master of Fine Arts in Film Creative Producing, 2021

University of California, Los Angeles

Bachelor of Science in Neuroscience, 2017

- with a Minor in Film, Television and Digital Media
- one exchange semester in University College Utrecht

SKILLS

- Movie Magic Scheduling & Budgeting
- Final Draft, Celtx
- Abode Premiere & Photoshop
- Avid Media Composer, Final Cut Pro
- Microsoft Word, Excel, PowerPoint
- Translation (Chinese to English and English to Chinese)
- Mandarin Chinese (Native)

WORK EXPERIENCE

Osmanthus Studios, Producer | New York, NY

6/2021-

- Lead produce films and commercials productions
- In production of a feature documentary about a Joe Tsai Basketball Scholarship winner

Coverfly, Script Analyst | New York, NY

1/2022-

- Analyzed incoming scripts based on clients' requests and gave creative suggestions

New York Film Festival, Videographer | New York, NY

10/2021,22,23

- Recorded special talks, master classes, red carpet, and Q&A

MHC Pictures, Producer | New York, NY

2/2022-6/2022

- Produced a feature length film My Heavenly City and coordinated 25-day production

Midday Hill Films, Producer | Hangzhou, China

5-12/2020

- Produced promotional videos for real estate and community development projects

The Population, Development Intern | New York, NY

10/2019 - 4/2020

- Wrote coverages for incoming scripts and short stories
- Assisted in coordinating industrial events

Zeitgeist Films, Distribution Intern | New York, NY

12/2019 - 4/2020

- Reached out to related institutions for upcoming theatrical and virtual releases
- Assisted nationwide marketing campaign for Ken Loach's Sorry We Missed You
- Organized invoices and shippings and updated the website for screening information

Fundamental Films, Development Intern | Los Angeles, CA

10/2016-3/2017

- Wrote coverages for incoming scripts and provided feedback for marketability
- Created casting suggestions for films in development and prepared reels for directors
- Conducted office works including answering calls, collecting mails, and receiving visitors

Wuzhou Film Distribution, Distribution Intern | Beijing, China

6-8/2016

- Processed office procedures for regional distribution teams and reported invoices
- Inspected ticket prices of distributed films and competitors on multiple ticketing platforms

Hogarth Worldwide, Freelance Copywriter | London, U.K.

3/2015 - 1/2016

- Created localized titles and blurbs for Apple Music playlists and radio stations in Chinese
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PRODUCTION CREDIT

SELECTED FILMS

THROW-IN (in production), Feature Documentary, Directed by Yunbo Wu | US & China

- Producer

A SONG RIVER (2024), Feature Documentary, Directed by Zhu Xin, Midday Hill Films | Hangzhou, China

- Co-Producer
- Official Selection of
 - 8th Pingyao International Film Festival, Hidden Dragon Competition
 - *Winner of Cinephilia Critics' Award and Youth Jury Award*
 - 7th West Lake International Documentary Festival (Glory of Documentary)
 - 37th China Golden Rooster Film Festival

MY HEAVENLY CITY (2023), Feature Narrative, Directed by Sen-I Yu, Rumble Pictures | New York, NY

- Producer (New York)
- Winner of Taiwan Ministry of Culture Feature Film Fund; supported by Taipei Film Commission
- Official Selection of 2023 Hawaii International Film Festival, nominated for NETPAC Award

CHINESE SCHOOL (post), Feature Narrative, Tomato Egg | New York, NY

- Art Coordinator
- Sundance Institute Screenwriting Intensive Project

IN THE DUSK (2020), Short Narrative, Directed by Zhuolan | West Ujimqin Banner, China

- Lead Producer & Still Photographer
- Official Selection of
 - 3rd Hainan Island International Film Festival
 - 30th Flickerfest International Short Film Festival (International Competition)
 - 45th Atlanta Film Festival
 - 32nd St. John's International Women's Film Festival
 - 9th Golden Ger International Film Festival
 - 20th New York Asian Film Festival
 - 2021 MovieZone Short Film Festival
 - 3rd NOWNESS Short Film Talent Awards; winner of Grand Jury Award & Envirovision Award
 - 4th Meihodo International Youth Visual Media Festival
 - 2022 Blackbird Film Festival
 - 2022 Odyssey: a Chinese cinema season
 - 2022 Indy Film Fest
 - 2022 Davis Feminist Film Festival
 - 2022 Sioux City International Film Festival
 - 2023 Wick Monet Film Festival
 - 8th Chongqing Youth Film Festival

YOKELAN, 66 (2022), Short Narrative, Directed by Tang Yi | New York, NY

- Line producer; with Melt Pictures and VOGUE China (VOGUEFilm)
- Official Selection of
 - 48th Seattle International Film Festival (ShortsFest Opening Night)
 - 2022 LA Shorts International Film Festival
 - 21st San Diego International Film Festival
 - 2022 Urbanworld Film Festival
 - *Winner of Best Narrative Short*

- AFI Fest 2022 (Short Film Competition)
 - *Special Jury Mention for Ensemble Acting - Live Action Short*
- 31st St. Louise International Film Festival
- 2022 British Urban Film Festival
- 32nd Florida Film Festival
- A Vimeo Staff Pick

GOOD TASTE (2022), Short Narrative, Directed by Seonjae Kim | New York, NY

- Lead Producer & Still Photographer
- Official Selection of
 - 38th Los Angeles Asian Pacific Film Festival
 - 2022 Sioux City International Film Festival
 - 22nd Vortex Sci-Fi, Fantasy, and Horror Film Festival
 - 2023 Slow Drift Film Festival
 - 2023 Renegade Film Festival

MY AI LOVER (2022), Short Documentary, Directed by Chouwa Liang | Beijing, China

- Co-Producer & Festival Distribution
- Official Selection of
 - 38th Los Angeles Asian Pacific Film Festival
 - Doc Edge Festival 2022
 - 29th Women Make Waves International Film Festival
 - 26th Flickers' Rhode Island International Film Festival
 - 17th Show Me Shorts Film Festival
 - ZINEBI 64, International Festival of Documentary and Short Film of Bilbao
 - 2022 Beijing Queer Film Festival
 - 20th Big Sky Documentary Film Festival
 - 2023 Victoria Film Festival
 - 17th ethnocineca International Documentary Film Festival Vienna
 - 2023 Guangzhou International Documentary Film Festival
 - *Winner of China Story: Best Short Documentary*
- Featured on New York Times Op-Doc; Psyche Magazine; CathayPlay

MR. SUNYATA (2024), Short Narrative, Directed by Curry Sicong Tian | Boston, MA

- Producer
- Official Selection of LA Shorts International Film Festival

SWANS OF HUDSON RIVER (2024), Short Narrative, Directed by Mingjie Li | New York, NY

- Lead Producer
- Official Selection of New York Shorts International Film Festival

DAISY IS GONE (2024), UCLA MFA Short Film, Directed by Ziyao Liu | Los Angeles, CA

- Lead Producer
- Official Selection of
 - 2024 VC Film Fest
 - 8th 86358 Jia Village Short Film Week
 - 2024 St. Louis International Film Festival
 - 2024 Silicon Valley Asian Pacific Film Festival
 - 2024 FIRST Fantastic Film Festival

ApHasiA: Describe the City You Live In (2023), Columbia MFA Thesis, Short Experimental, Directed by Shan Jiang | New York

- Lead Producer
 - Official Selection of 2024 Seattle Asian American Film Festival
- YU UNDER WATER (2023), Short Narrative, Directed by Beatrix Chu | Shawangunk, NY
- Lead Producer & Still Photographer
 - Winner of 2022 NYC Women's Fund for Media, Music and Theatre (working title: UNDERCURRENT)
 - Official Selection of 2023 New York Shorts International Film Festival
- RED (2022), UCLA MFA Thesis, Short Narrative, Directed by Yichi Zhang | Hangzhou, China
- Lead Producer
 - Official Selection of
 - 2022 Vancouver Asian Film Festival
 - 2024 Hong Kong Arthouse Film Festival
 - 2024 Paris International Fantastic Film Festival
- I NEED LOVE (2022), Mid-length Narrative, Directed by Zhun Hu | Hangzhou, China
- Lead Producer & Still Photographer
 - Narrative Competition of 2022 HiShorts! Film Festival
- LAST HAND (2022), Short Narrative, Directed by Chung Lam | New York, NY
- Lead Producer & Still Photographer
 - Official Selection of
 - CAAMFest 2023
 - 47th Asian American International Film Festival
- TO YOU (2022), Short Experimental, Directed by Muchen Wang | New York, NY
- Co-producer & Festival Distribution
 - Official Selection of 2023 Wick Monet Film Festival
 - Featured in Half Gallery, New York; ZAZ10TS Time Square, New York
- D OCEAN (2022), Columbia MFA Short Film, Directed by Kanne Ge | New York
- Post Production Supervisor
 - Official Selection of
 - 2022 Riga International Film Festival
 - 4th Hainan Island International Film Festival
- THE ROTTING OF CASEY CULPEPPER (2021), Columbia MFA Thesis, Directed by Daniel J. Slottje | New York, NY
- Post Production Supervisor
 - Best Short Film at Panic Fest 2022

SELECTED COMMERCIALS

BOBBI BROWN x LIU SHISHI NYFW, Producer, Bobbi Brown | New York, NY
YUAN FIELD PRIDE MONTH & SS24 CAMPAIGN, Producer, Yuan Field | New York, NY
THE TEMPEST FW24, 1st AD, ERGO [PROXY] | New York, NY
PROJECT ZI, Producer, Hongzi | New York, NY
VOGUEplus GIVING FACE BRAIDS STORY, Line Producer, VOGUE China | New York, NY
YUAN FIELD AW23 CAMPAIGN, Producer, Yuan Field | New York, NY
REVERME 2023 CAMPAIGN, Producer & Assistant Director, REVERME | New York, NY
COSMO x QIN LAN in NYFW SS24, Producer, COSMO China | New York, NY
BELLA x WU JINYAN in NYFW SS24, Producer, BELLA Magazine | New York, NY
- Featured in BELLA as October 23 Cover Story
SATINE x WU YIBING TV Commercial, Producer, Melt Pictures & TPSS | New York, NY
BAD BINCH TONGTONG FALL 23 CAMPAIGN, Producer, Bad Binch TONGTONG | New York, NY
- Featured in NOWNESS CHINA
ENSEMBLE STARS TIMES SQUARE, Executive Producer, Happy Elements | New York, NY
22', Producer, Jasmine Yinglun Zhang | New York, NY
- Featured in CDFA Runway 360, Harper's Bazaar Vietnam
IT IS NOT SPRING, UNTIL ALL FLOWERS BLOSSOM, Producer, YA YI | New York, NY
- Featured in CDFA Runway 360, SHOWstudio Fashion Film Showcase Spring 2022, NOWNESS CHINA, LABELHOOD
- Official Selection
- 2023 Fashion Film Festival Milano: *Winner of Best Styling*
- 2023 A Shaded View On Fashion Film, Paris: *Winner of Best Chinese Film*
- 42nd International Festival of Films on Art
MICHAEL BURKE COLLABORATION VIDEO, Executive Producer, Carslan & Glossip | Los Angeles, CA
VIVO ORIGIN OS OPENING VIDEO, Producer, Melt Pictures | New York, NY
LIFE AFTER KOL INTERVIEW, Producer, NetEase Games | New York, NY
W8VES DEBUT TEASER, Producer, 88rising | Shanghai, China
HMBA PROMOTIONAL VIDEO, Producer, Zhejiang University | Hangzhou, China
REEL LIGHT ENVIRONMENT PROMOTIONAL VIDEO, Producer, Midday Films | Hangzhou, China
FUTURE COMMUNITY, Production Manager, Midday Films | Hangzhou, China
NIKE AIR SHOP FA21, Location Scout, Miles Per Gallon | New York, NY

SELECTED MICRO DRAMAS

SPOILED BY MY THREE BROTHERS, 1st AD, ReelShort | New York, NY
THE THREE BADASSES WHO WANT ME, Line Producer, ReelShort | New York, NY
YOU BELONG WITH ME, Line Producer, ReelShort | New York, NY