

Ronan Gao

8+ professional experience in creative design and multimedia production

Experience

Creative Manager

NIO

01.2018 - present, Shanghai/San Jose, CA

- Managed all visual communications of multiple sub-brands including NIO Power, NIO Service and NIO Manufacture
- Provided creative directions and oversaw the execution of creative campaigns (social, app, PR, etc.).
- Collaborated with external agencies to ideate and create compelling, innovative multimedia stories to drive awareness and engagement
- Producer**, Birth of ES8, NIO Half-year Recap film
- Art Director/Video Editor**, NIO Factory Concerto, NIO Service Vlog series, etc.

Creative Manager

LeEco US

08.2016 - 12.2017, San Jose, CA

- Develop creative solutions across a broad range of corporate brand touch points. Inherit VI system for messaging to be consistent across projects.
- Lead project-based creative efforts to support internal teams in case of product launch and special events
- Build and maintain collaborative relationship with vendors and contractors
- Producer**, LeEco US launch promo videos
- Producer/Video Editor**, LeEco CES promo videos, Senior Executives interview series, multiple product & marketing campaign promo films

Art Director / Senior Video Editor

OX3 Productions Corp.

12.2014 - 07.2016, New York, NY

- Led media production team, supervised and executed production work for multiple projects.
- Producer**, *The Truth of Organics* (一佳之言, Documentary on organic food and sustainable agriculture)
- Videographer**, 18 episodes (15 min each) of *Startups* (创业美国, Documentary series featuring startup companies in the US)
- Video Editor**, 26 episodes of *Startups*, 3 episodes of *Oversea Observation with Yijia*

Producer / Video Editor

China Central Television

08.2010 - 07.2013, New York, NY

- Video editing and graphic/motion graphic design for local culture and commentary talk shows
- Video Editor**, 1700+ minutes of news and commentary show, including *Focus Talk* (焦点访谈), *Oriental Horizon* (东方时空), *News Probe* (新闻调查)
- Producer/Video Editor**, 2200+ minutes of pop culture and talk show, including *World View with Lao Liang* (老梁观世界), *Walk the China Town* (行走唐人街)

+1 917-957-1539

ronanbogao@gmail.com

linkedin.com/in/ronangao

Education

New York University

M.A., Studio 20 (Multimedia & Digital Communication)

09.2013 - 12.2014

Renmin University

B.A., Broadcast Journalism

09.2006 - 07.2010

Skills

Visual design

Video Editing

Motion graphics

Tools

Adobe Photoshop

Adobe Illustration

Adobe Premiere/Final Cut

Adobe After Effects

More skills

Photography

Videography

Adobe Audition/InDesign

Avid / Final Cut