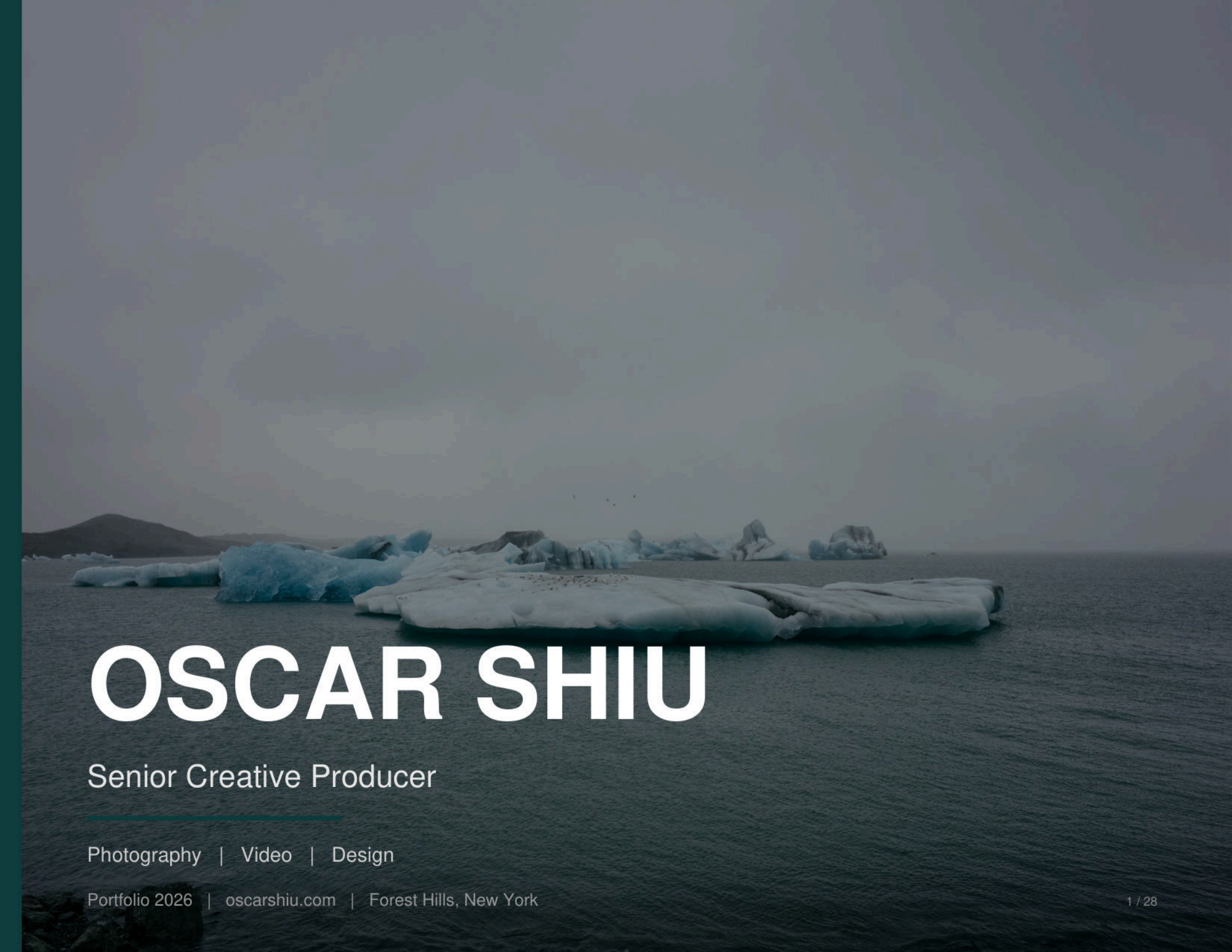


A photograph of a large icebergs floating in the ocean under a cloudy sky. The icebergs are white and blue, with some smaller pieces scattered around. The sky is overcast and grey.

OSCAR SHIU

Senior Creative Producer

Photography | Video | Design

Portfolio 2026 | oscarshiu.com | Forest Hills, New York

About

I am a senior creative producer and content project manager based in Forest Hills, Queens. For more than ten years I have led photo and video production across the United States and Hong Kong, directing editors, photographers, and vendor teams.

I set the formats, templates, and workflows that keep every asset aligned to brand style and cohesive with the product, and I own final review and quality control. My work spans luxury real estate, brand campaigns, broadcast, interviews, and design systems, always with the same goal: clear ideas, beautifully executed.

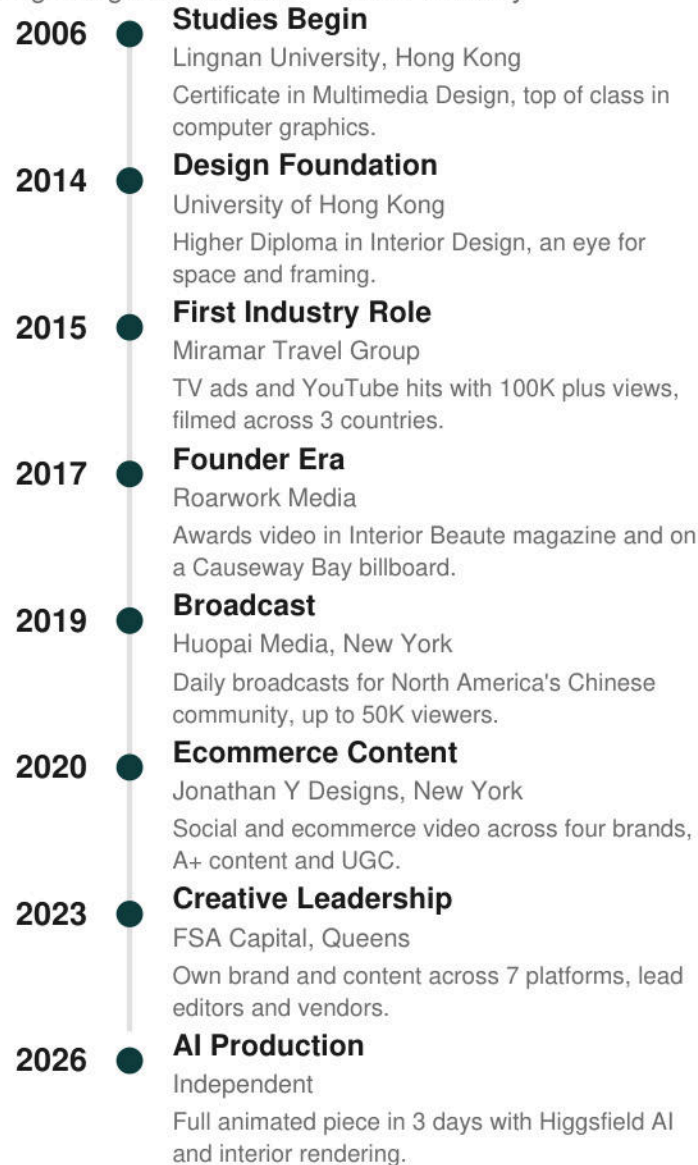
I treat every learning curve as a milestone of creativity. My vision and curiosity keep pushing the boundaries: every new tool, format, and market I take on, from Hong Kong event floors to AI video generation, makes the work sharper and the ideas bolder.

What I do

- Video production and editing
- Brand campaigns and social content
- Architectural and event photography
- Interviews and broadcast
- Graphic design and brand identity
- AI assisted production workflows
- Vendor and team coordination

The Journey

Career Timeline · Hong Kong to New York · 2006 to today

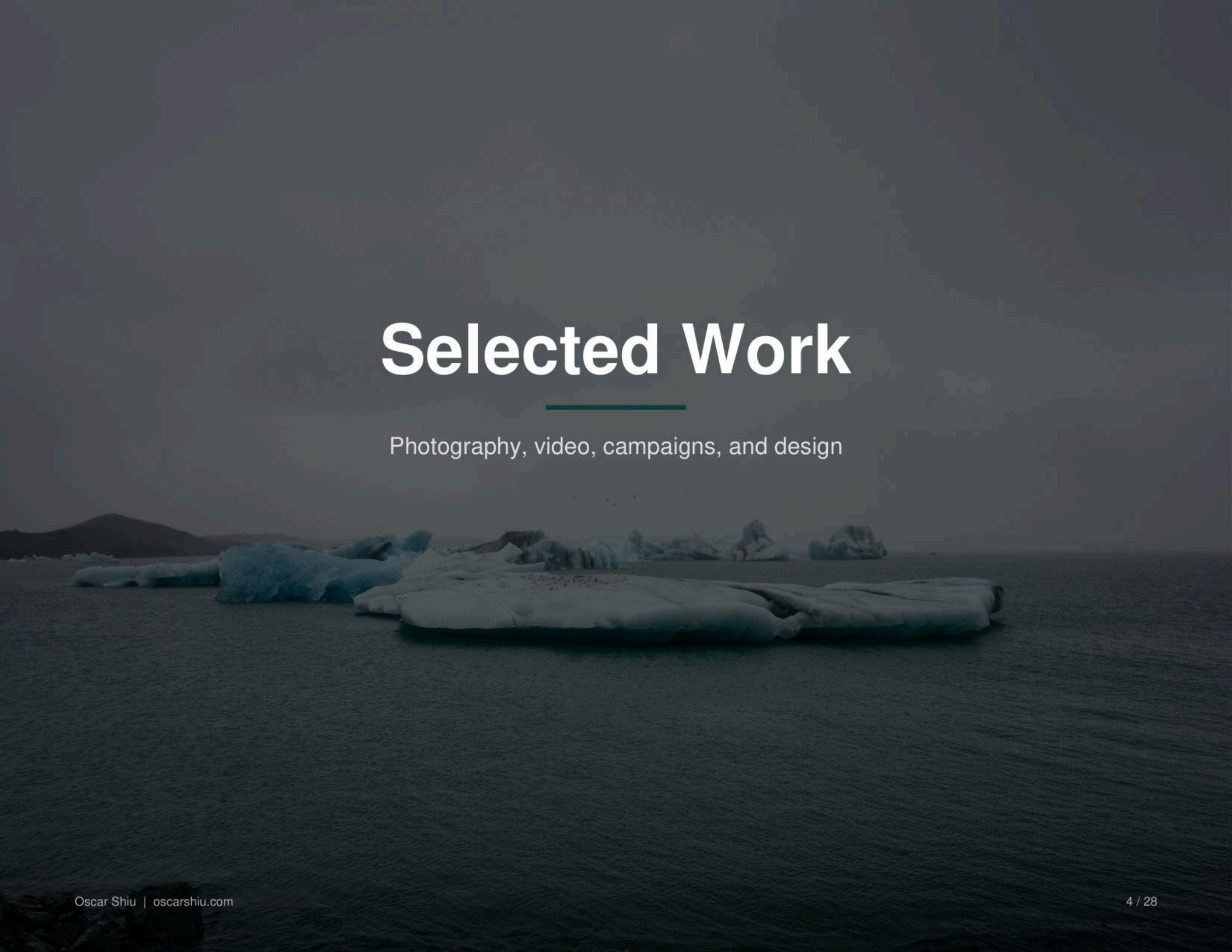


The arc

Every step compounded. Travel videography taught me cinematic patience. Event coverage taught me to find the story in chaos. Ecommerce taught me to sell in seconds. Broadcast taught me to perform live. Now I lead teams and direct AI with the same instinct: strip a project to its essence, then rebuild it with intent.

By the numbers

- 10 plus years across two markets
- 50K live viewers per broadcast
- 100K plus views on travel films
- 7 platforms, one brand voice
- 3 days from scratch to final with AI

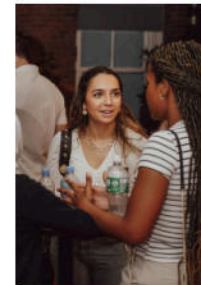
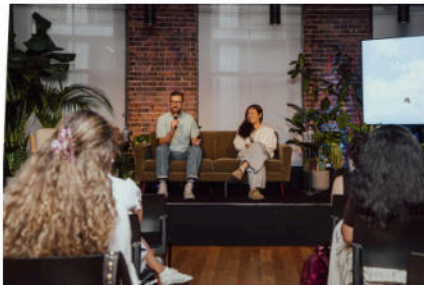


Selected Work

Photography, video, campaigns, and design

Event Photography

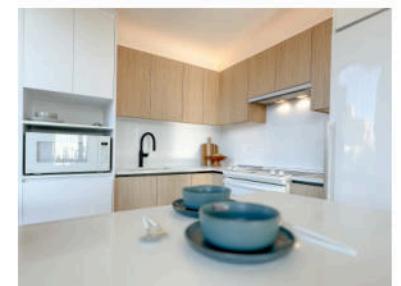
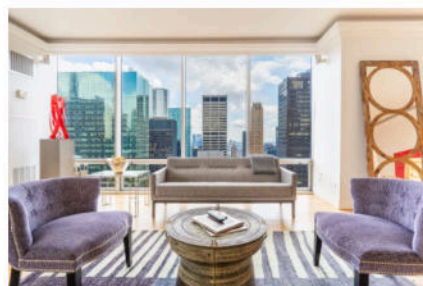
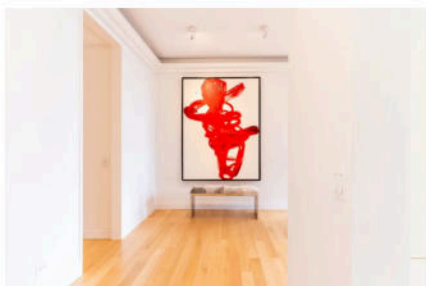
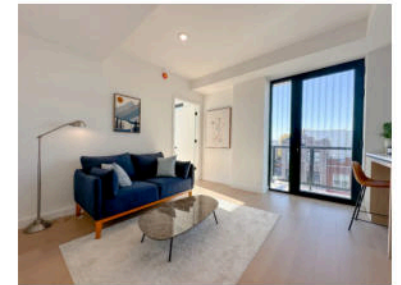
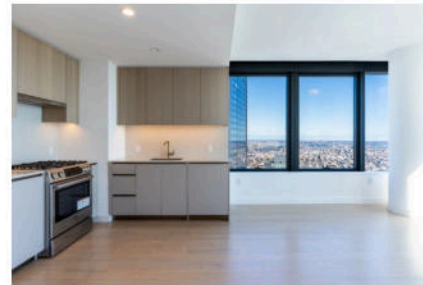
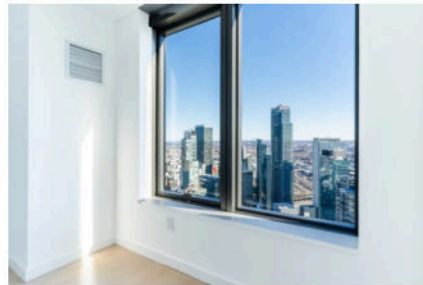
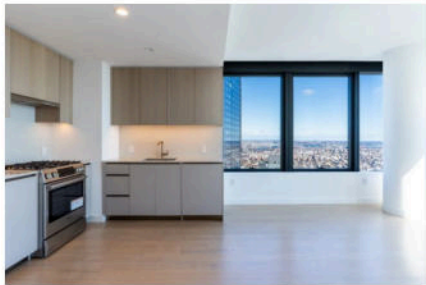
Photography · BrainStation 2026 · Vernon 46 Launch Party



From tech conferences to luxury launches, I photograph the full arc of the event: arrivals, networking, speakers, and candid. BrainStation, August 2026: full day coverage delivered as social content, marketing recaps, and campaign assets. Vernon 46: launch party coverage for a luxury residential unveiling, capturing the room, the guests, and the details that sell the lifestyle.

Real Estate Photography

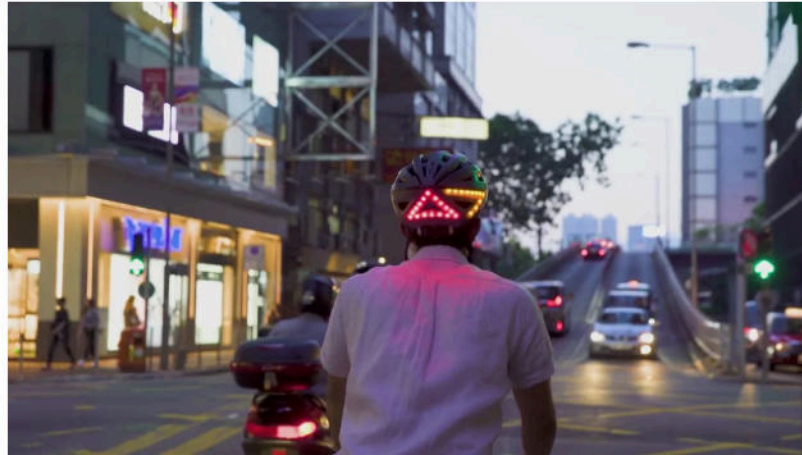
Photography · Skyline Tower · Benson House · Olympic Tower



Listing photos are the first showing. Clear, bright, well composed frames show room scale, finish quality, and the views, from Long Island City to Fifth Avenue. Skyline Tower, Benson House in Brooklyn, and Olympic Tower: consistent visual standards across every unit support stronger pricing and faster inquiries.

Lumos Smart Helmet Social Launch

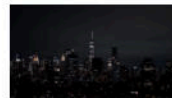
Campaign · Interview · Social · Hong Kong



I spearheaded an influencer driven social campaign introducing the Lumos Smart Helmet: LED safety signals, turn indicators, and app integration for urban riders. Partnering with top Hong Kong influencers, we created authentic content across Instagram, TikTok, and Xiaohongshu.

Pun and Associates Commercial

Commercial Video · Law Firm



Commercial video for Pun and Associates, a law firm focused on residential and commercial real estate across New York and New Jersey. Shot in LOG for maximum dynamic range, with precise color grading matched to the brand, full post production sound design, and voiceover recorded in house. The final piece meets broadcast technical standards while keeping the practice human.

Chimelong Safari Park Series

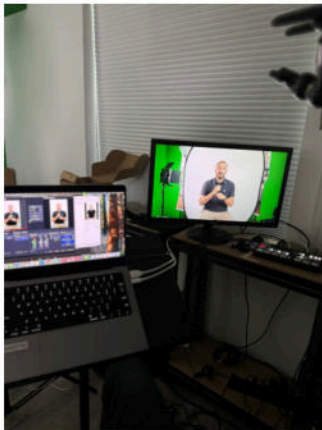
Vertical Video Series · Production · Guangzhou



Producer's cut: a vertical video series filmed at Chimelong Xiangjiang Safari Park in Guangzhou. Twelve episodes planned around real production chaos, from sleeping pandas to sudden monsoons, with bilingual captions. The series held a 78 percent completion rate and tripled overseas shares.

Broadcast and Event Video

Broadcast · Livestream · Podcast · Event Video



BROADCAST AND PODCAST

A broadcast and content engine at any scale: pro TriCaster multi camera switching down to nimble OBS streams, plus full podcast rigs with camera switching for dynamic edits.

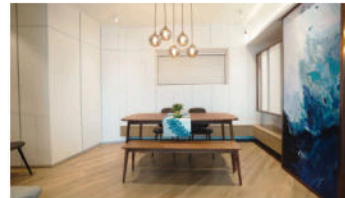


AWARDS CEREMONY 2019

Produced the 2019 Awards Ceremony video for Interior Beaute, featured in the magazine and on a billboard in Causeway Bay, Hong Kong.

Brand and Design

Graphic Design · Brand Identity · Interview



Design systems that carry the brand across every touchpoint. A postcard series for Queens Surgical Center built around its core values. A gold foil identity exploration for One College Point Square in Flushing. And interview led video production on designing harmonious spaces for families, pairing creative vision with lived experience.

From the Archives

Where it started: tszhin.webflow.io, 2018 to 2023

Hong Kong

tszhin.webflow.io · 2018 to 2019



SWDG Annual Dinner 2019

Events



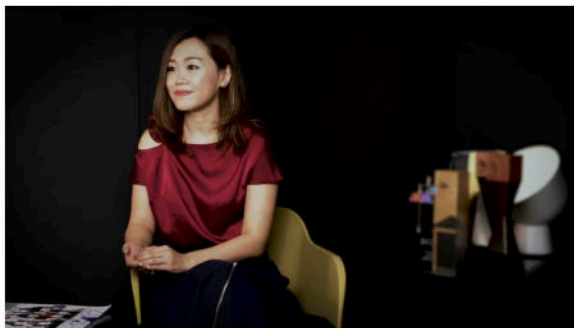
Awards Ceremony 2019, Interior Beaute

Events



Billboard video, IB Award 2018 Ceremony

Events



IB Award 2018

Interview

Stills from tszhin.webflow.io



1200 sq ft Apartment, Owner Version

Interview

Craft and Travel

tszhin.webflow.io · 2020 to 2021



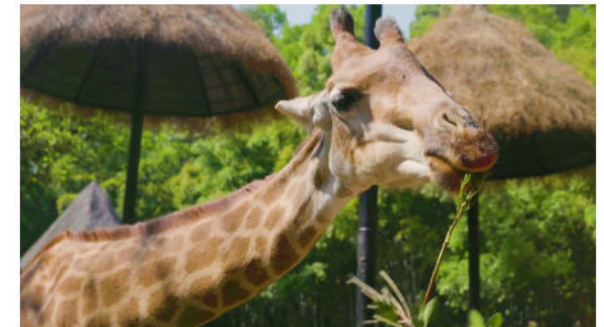
Iceland Travel TVC

Travel



Iceland Jokulsarlon Boat Tour

Travel



Chimelong Safari Park, Guangzhou

Travel



Dyson Hair Dryer Promo with Jerry Chan

Product

Stills from tszhin.webflow.io



1200 sq ft Apartment, Designer Version

Interview

New York

tszhin.webflow.io · 2019 and 2022 on



Harlem Nights, Christmas Eve 2019

Documentary



EYELY Shop Rug Instagram Ad

Social



JY SmartHome Promo

Product



Marina Astoria Showcase

Short form

Stills from tszhin.webflow.io



Neon Box Light Instagram Ad

Social

AI Production

Directing the next tool the way I directed every one before it

From Scratch to Final in Three Days

Case Study · AI Video Production

THE CHALLENGE

A client needed a full animated piece with the polish of a CGI production, on a timeline no traditional pipeline could meet. The brief demanded cinematic motion, designed interiors, and a finished look, without weeks of studio time.

THE APPROACH

I combined Higgsfield AI video generation with interior rendering, directing the AI the way a director directs a shoot: clear vision, tight art direction, and relentless iteration. Problem solving replaced render farms, and every pass moved the piece closer to the final look.

TRADITIONAL CGI VS AI ASSISTED

TRADITIONAL CGI

- Clay model build
- Motion capture sessions
- Camera setup and layout
- Hours of rendering
- Weeks of studio time

AI ASSISTED

- AI video generation
- Interior rendering base
- Directed iteration
- Curated selects
- Three days total

THE RESULT

A finished animated piece delivered in three days, from scratch to final. The same brief on a traditional pipeline would have taken weeks of studio time and budget. I shared the breakdown on LinkedIn, where it struck a chord with producers facing the same math.

Directing AI as a Craft

Case Study · AI Production Workflow

THE CHALLENGE

AI tools keep getting faster, but speed without direction is just faster mediocrity. The real question producers ask now is how to keep authorship and quality when the machine does the rendering.

THE APPROACH

My answer is that AI does not replace the director, it replaces the waiting. The craft is knowing what to ask for, spotting what is wrong in a generated frame, and steering each pass closer to the vision. Hours saved come from problem solving efficiency, not from cutting corners.

TRADITIONAL CGI VS AI ASSISTED

WITHOUT DIRECTION

- Generic prompts
- Accept first outputs
- Inconsistent style
- No authorship

DIRECTED AI

- Clear art direction
- Iterative selects
- Consistent visual system
- Director owns final

THE RESULT

The result is studio quality output on an independent timeline and budget. This is the workflow I now bring to every production: design the vision, direct the machine, and own the final frame.

What the AI Work Taught Me

THREE DAY BUILD · THE LEARNING CURVE

This was the first production where AI video generation carried real shots instead of tests. The curve was directing the tool like people: a clear brief, tight art direction, and knowing when a shot is good enough to keep. The hardest part was consistency across every pass.

THREE DAY BUILD · TAKEAWAY

Speed is only useful when taste leads. A clear brief beats a clever prompt. The producer still owns the final frame, no matter which tool renders it.

DIRECTING AS A CRAFT · THE LEARNING CURVE

Moving from experiments to a repeatable craft meant building a library of what works: which shots hold, which fall apart, and where AI helps versus where real footage still wins. Every failed generation taught the next brief.

DIRECTING AS A CRAFT · TAKEAWAY

Clients do not buy the tool, they buy the judgment behind it. Directing AI is directing, full stop: vision, iteration, and the courage to throw away the pretty shot that does not serve the story.

Campaign Strategy

From brief to storyboard to brand voice

Affinity Concierge Home Care

Case Study · Social Media Campaign · Storyboard · Brand Refresh · 2026



A full social media vision for 2026: campaign strategy, a storyboarded video series, a static post system, and a refreshed brand identity for a concierge home care brand.

The Plan

THE BRIEF

Affinity Concierge Home Care needed more than posts. It needed a voice that families could trust and a brand that felt warm before a single word was read. The ask was a full social media vision for 2026, from strategy to storyboard to a refreshed identity.

THE APPROACH

Three story pillars carry the campaign: Behind the Care doctor stories, Light Shared senior connection, and Everyday Heroes pediatric support. Each pillar got a storyboarded video concept plus a matching static post system, with human captions that end in a clear question. The audience is specific: mid income families ages 45 to 50 in Long Island, the adult children who choose care for their parents. The plan is 4 to 5 posts per week, about 60 percent video and 40 percent static, made with an AI supported workflow over real footage.

THE RESULT

A 13 page vision deck covering strategy, storyboards, static post templates, posting plan, and production approach, plus a refreshed identity built on real moments.

The Storyboard: Light Shared

Video Series · Senior to Senior Connection

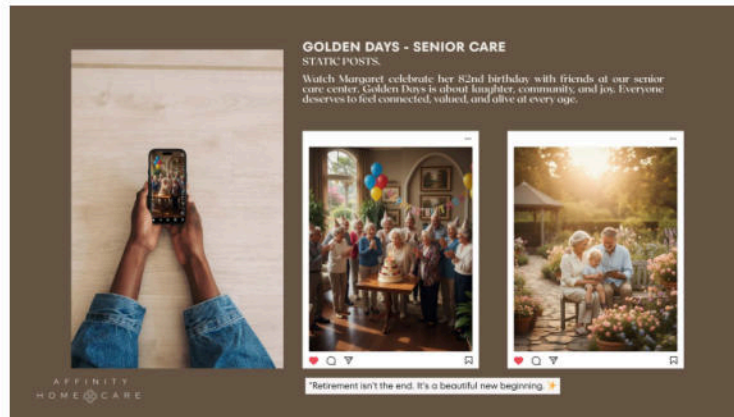


THE STORYBOARD

Light Shared is a senior to senior connection told in six frames. Robert sits alone until Helen arrives with tea and lights a candle. Warm light wraps around them as he softens into conversation. The final scene opens into a bright greenhouse full of residents laughing together, and the candle becomes the symbol: one small flame that rekindles connection.

The Campaign System

Static Posts · Content Pillars · Posting Plan



THE SYSTEM

Three pillars, one voice. Behind the Care gives doctors a trusted face through warm portraits and quote cards. Golden Days celebrates senior life with laughter, never pity. Everyday Heroes meets working parents at the breaking point and shows the calm when help arrives. Every caption ends with a question, so followers talk back.

The Learning Curve

THE LEARNING CURVE

Healthcare marketing is a trust business, and the first lesson was writing for the decision maker, not the patient. The audience is the 45 to 50 year old child choosing care for a parent, carrying guilt, stress, and love at once. Every frame had to earn trust without feeling clinical or sentimental. The storyboard taught the second lesson: one clear symbol carries the emotional idea better than any paragraph.

TAKEAWAYS

Lead with the stress point, not the service list. One symbol beats ten adjectives. A rebrand sticks when the content proves the voice is real.

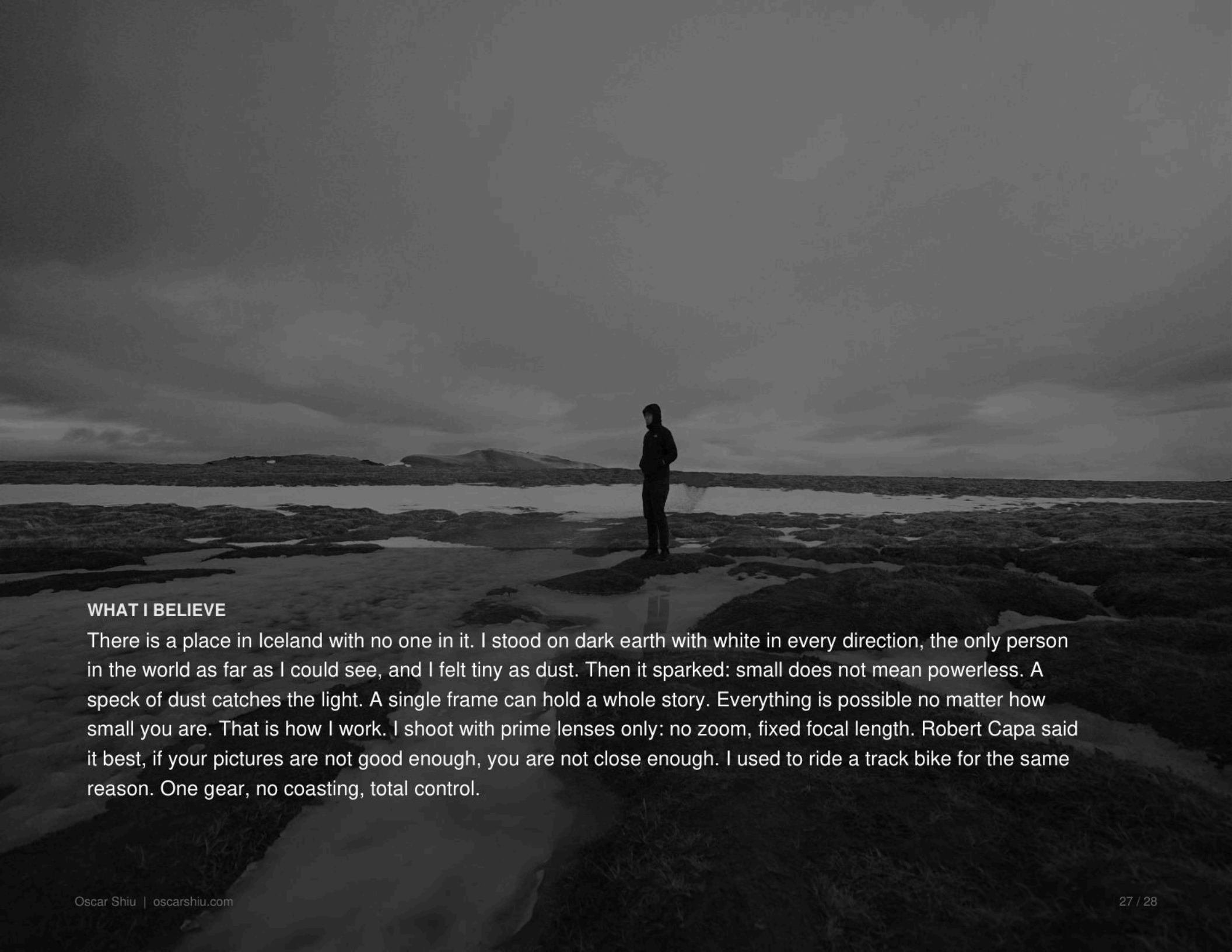
● WHERE IT STARTED

My grandpa handed me a VHS camera when I was eleven.

I still remember the weight of it in my small hands. That was 1997, I was eleven, and the camera went everywhere I went from that year on: cousin birthdays, our trip to New York that same year. I learned to edit before I knew the word for it: yellow, red, and white cables into the TV, record on the cassette machine while the camcorder played, cutting tape to tape. That was video editing 101.

I was born and raised in Hong Kong, and it shaped the way I see. I grew up inside Chinese culture and inside a Western city at the same time, and living between those two worlds widened my horizon. I can feel an Eastern story and tell it with a Western eye, and that carries my work higher.

The tools changed, from analog to digital, from tape to timeline to AI. The reason never did. I create because I have to show people what I see.



WHAT I BELIEVE

There is a place in Iceland with no one in it. I stood on dark earth with white in every direction, the only person in the world as far as I could see, and I felt tiny as dust. Then it sparked: small does not mean powerless. A speck of dust catches the light. A single frame can hold a whole story. Everything is possible no matter how small you are. That is how I work. I shoot with prime lenses only: no zoom, fixed focal length. Robert Capa said it best, if your pictures are not good enough, you are not close enough. I used to ride a track bike for the same reason. One gear, no coasting, total control.

Let's work together.

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[instagram.com/tszhin.shiu](https://www.instagram.com/tszhin.shiu)

Forest Hills, New York